APRIL 5, 1948 PRICE 20 CENTS

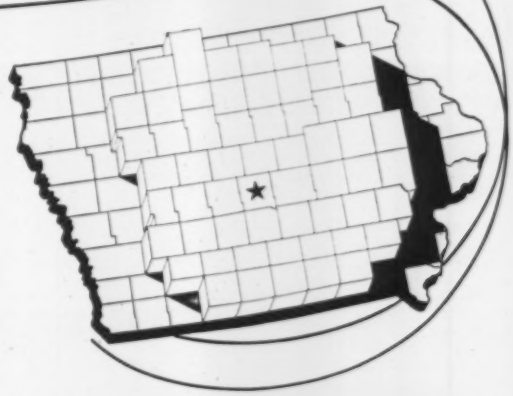
BROADCASTING
The Newsweekly of Radio & Television
TELECASTING

TAKE THESE 58 IOWA COUNTIES, FOR INSTANCE

IN RADIO as in *your* industry, the public has an uncanny ability to select the best values from any number of competitive offerings. *Best values* are always "popular".

WHO's unmatched audience in Iowa is proof that WHO gives this State the sort of radio it wants and needs. In the mass of 58 Iowa counties shown at right (in which there are many other stations) from 5:00 a.m. to 6:00 p.m., *WHO gets an average of 57.1% of all radio listening*, according to the 1947 Iowa Radio Audience Survey.

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service.* Write for Survey and see for yourself.



WHO
for Iowa PLUS

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President • P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

For the most effective all-over station promotion

AGAIN, we at WLW are proud to acknowledge the honors bestowed upon us by the 1947 Committee on National Radio Awards of The City College of New York.

This is the fourth consecutive year The Nation's Station has received top honors for promotion in this annual competition. And it is the second consecutive year that WLW's All-Over Station Promotion entry has won dual honors . . . the Award of Merit for the most effective promotion in the 50,000-watt station classification . . . the bronze plaque for being selected, among all award winners, for the outstanding achievement in radio promotion during 1947.

Because sound promotion always has been an important function of our station operation, it is indeed gratifying to receive national recognition for our efforts. WLW's promotional activities are basic and two-fold: to keep our listeners informed of our sincere efforts to provide them with the best possible radio service and programming . . . to make our clients' advertising more resultful.

Major National Awards to WLW

1936

Variety—Outstanding Program Origination

1938

Variety—Outstanding Program Origination

1939

Variety—Best Nationally-Exploited Station

1940

George Foster Peabody—Outstanding Meritorious Public Service

Billboard—Outstanding Achievement in Publicity and Exploitation

1941

Variety—For Patriotic Leadership

Billboard—Best Clear Channel Station Exploitation

1942

Variety—Promoting Better Understanding of War Issues

Billboard—Best Clear Channel Station Exploitation

1943

Variety—For Individual Enterprise on War Issues

Alfred I. Dupont—Outstanding Public Service

1944

George Foster Peabody—Outstanding Reporting of the News

City College of New York—Most Effective Promotion of a News Program

Billboard—All-Over Promotional Excellence

1945

National Bureau for Fire Prevention—Outstanding Public Service in Fire Prevention

Billboard—Best 7th War Loan Promotion

City College of New York—Best All-Over Station Promotion

1946

Variety—Contributing to the World's Breadbasket

American Symphony Orchestra League—Encouraging, Stimulating and Perpetuating the Influence of Good Music

City College of New York—Most Effective All-Over Station Promotion

Billboard—Best Over-All Station Promotion

1947

Direct Mail Advertising Association—Best of Industry Award

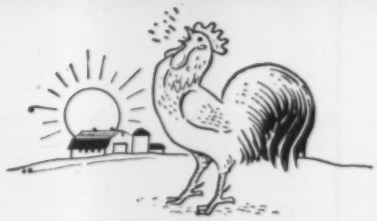
City College of New York—Most Effective All-Over Station Promotion

WLW

Crosley Broadcasting Corporation

THE NATION'S MOST MERCHANDISE-ABLE STATION

In the country



In the suburbs

In the city

Everywhere

New England listens to YANKEE

The Yankee Network is a dominating sales factor in New England.

Yankee's 23 home-town stations cover more communities, reach more people than any other combination of stations.

Through their Yankee home-town stations New Englanders hear the programs of New England's largest regional network — plus the programs of Mutual Broadcasting System, the world's largest network — plus their own local station features sponsored by their local merchants.

That's why it's Yankee for good listening in New England.

That's how you can reach 89.4% of New England's radio homes — with a one-package buy.

Ask your Petry Man for the plan.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

WALLACE ORR, account executive with N. W. Ayer & Son, Philadelphia, for 17 years, will buy Booth, Vickery & Schwinn Inc., advertising agency with offices in New York, Baltimore, and Philadelphia. Formal announcement expected next week. Mr. Orr recently started TV program syndicate.

WITH CLEAR-channel fat in Congressional fire, State Dept. formally has asked Mexico to join in request for postponement of NARBA under present terms for at least year from scheduled August sessions in Montreal. Deemed practical certainty Mexico will join and that both Canada and Cuba will accept extension of present North American AM allocations.

AMERICAN AIRLINES investigating television station construction and operating costs with view to setting up own video network in Southwest, with six or seven stations hooked together by radio relay and programmed largely from single source. Economies in programming through this method and in relaying (AA figures it can transmit programs intercity for about 20% of rates cited by AT&T) should enable network to get on black-ink basis quickly, AA anticipates.

TAG "Laughing Lady" may be used in next P&G *Truth or Consequences* contest.

WELCH'S GRAPE JUICE pondering advertising expansion in West. Firm recently decided to sponsor two 15-minute segments of CBS *Meet the Missus*. TV on KTLA Hollywood considered.

RUTHRAUFF & RYAN, New York, which has been placing spot announcement campaign for Orange Crush in Canada, contemplates extending spots to U. S. markets.

TELEVISION PLANS for Philip Morris, through Biow Co., New York, likely to be revealed soon.

WMAL-TV, *Washington Star*-owned, will affiliate with its AM network—ABC—within fortnight. Station has been transmitting CBS network TV programs since latter has no Washington outlet.

SEVEN-LEAGUE STRIDES of television causing reappraisals by CP holders not only in FM but also in AM. Question being asked now is whether new or expanded AM facilities in major markets can be expected to pay off before TV cuts in on aural circulation to extent that investment would not be prudent.

"MEN, MICE AND MONEY" is title of five-installment series authored by M. H. (Deac) Aylesworth, NBC's first president, which be-

(Continued on page 106)

Upcoming

April 5: Hearings on Johnson Bill (S-2231), Interstate & Foreign Commerce Committee, Senate Office Bldg., Washington.

April 6-7: Third annual Georgia Radio Institute, U. of Georgia, Athens, Ga.

April 7-9: AAAA Annual Meeting, Cavalier Hotel, Virginia Beach, Va.

April 8-9: U. S.-Canadian RMA Boards, Royal York Hotel, Toronto.

April 9: AWB Special Meeting with NAB officials, NAB Hdqrs., Washington.

May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles.

(Other Upcomings on page 76)

Bulletins

FTC closed without prejudice charges against Whitehall Pharmacal Co., Jersey City, and Hill Blackett and Glen Sample, of former Blackett-Sample-Hummert Adv. Agency, Chicago, for alleged false advertising of Hill's Cold Tablets. Case closed, defendants having discontinued challenged claims and altered formula of product.

HOUSE voted "Voice of America" deficiency appropriation of $3,000,000 for balance of '48 fiscal year; $2,000,000 to be spent for relay and transmitting facilities. Appropriation for '49 fiscal year now under consideration by Senate Appropriations Committee with decision expected this week.

KEARNS SEES DISC TRIO

REP. CAROLL D. KEARNS (R-Pa.), after conferences with RCA, Columbia, and Decca record officials in New York late last week told BROADCASTING he planned other meetings, possibly next week, with stations, artists and small recording companies. Object is to take down all phases of recording problem and incorporate findings into musicians royalty plan he is authoring [BROADCASTING, March 29].

AWARDS JUDGES

WHCU Ithaca, N. Y., 1947-1948 Press Leadership Awards judges to be John S. Knight and Eugene Meyer, newspaper publishers; Edward R. Murrow, CBS newscaster, and Morris L. Ernst, attorney. Competition is for $1,700 in prizes for weeklies cooperating in WHCU radio edition of weekly press program. Papers doing best job in community action campaigns, editorial leadership, receive awards, to be presented at Cornell U. in early September.

Business Briefly

KENT N. Y. CAMPAIGN ● Kent of Londo New York, to spend $100,000 on test campaig in New York area for new perfumed hai brush, Allure. Initial radio use starts toda (April 5), includes ten 15-minute musical pr grams weekly on WQXR New York. Further radio anticipated. Agency, Needham & Grob mann.

RECORDER ON FM ● Six hours of musi sponsored by Columbia Records on WABF (FM) New York, 6-12 p.m., starting April Contract 52 weeks, is fourth six-hour packag on WABF. Others sponsored by Philco Corp. Stromberg-Carlson and Admiral-Sachs-Quality

PURE OIL RENEWS ● Pure Oil Co. May renews, 52 weeks, *Pure Oil News Time* on NBC stations, five-a-week, 6:45-7 p.m. (CST). Commentary features H. V. Kaltenborn Mon.-Wed.-Fri., Richard Harkness Tues.-Thurs. Agency, Leo Burnett Co., Chicago.

SHOE FIRM SPONSORS ● Fred Ziv package, *The Barry Wood Show*, to be sponsored on 53 stations by Brown Shoe Co., St. Louis. Agency, Leo Burnett Co., Chicago. *Old Corral* Ziv package, bought by William B. Reily Co. (Luzianne coffee) for 69 stations.

CIRCUS BUDGET ● Clyde Beatty circus spending $5,000 on Los Angeles stations in two-week stand. Agency, Ted H. Factor, Los Angeles.

SEEKS WINCHELL PROBE

PROMPT approval expected, possibly this week, by House Rules Committee of resolution (HRes-514), introduced March 29 by Rep. William J. Miller (R-Conn). Resolution urges Interstate Commerce Committee to conduct full and complete investigation of statements on world situation by Walter Winchell on March 28 ABC broadcast. Rep. Miller told BROADCASTING he is not criticizing Mr. Winchell but wants him to present information officially to Congressional committee without necessarily disclosing sources. When released by Rules Committee, resolution will go to floor for action by House.

NEW NBC SURVEY REVEALED

RESULTS of comprehensive survey in Washington, D. C., area to determine number of individual listeners for any given broadcast by means of listener diaries, modified by James Seiler, WRC research director, announced by NBC April 2. Survey concentrated on individual listening habits as opposed to those of family groups. NBC officials claim it is first survey of this character attempted. Results based on projected listening habits of 810 individuals over age 17, selected in precision sample from total metropolitan population.

In Philadelphia - - -

Nearly Everybody Reads The Bulletin

In Memphis - - -

Nearly Everybody Listens To

WHHM

WHHM

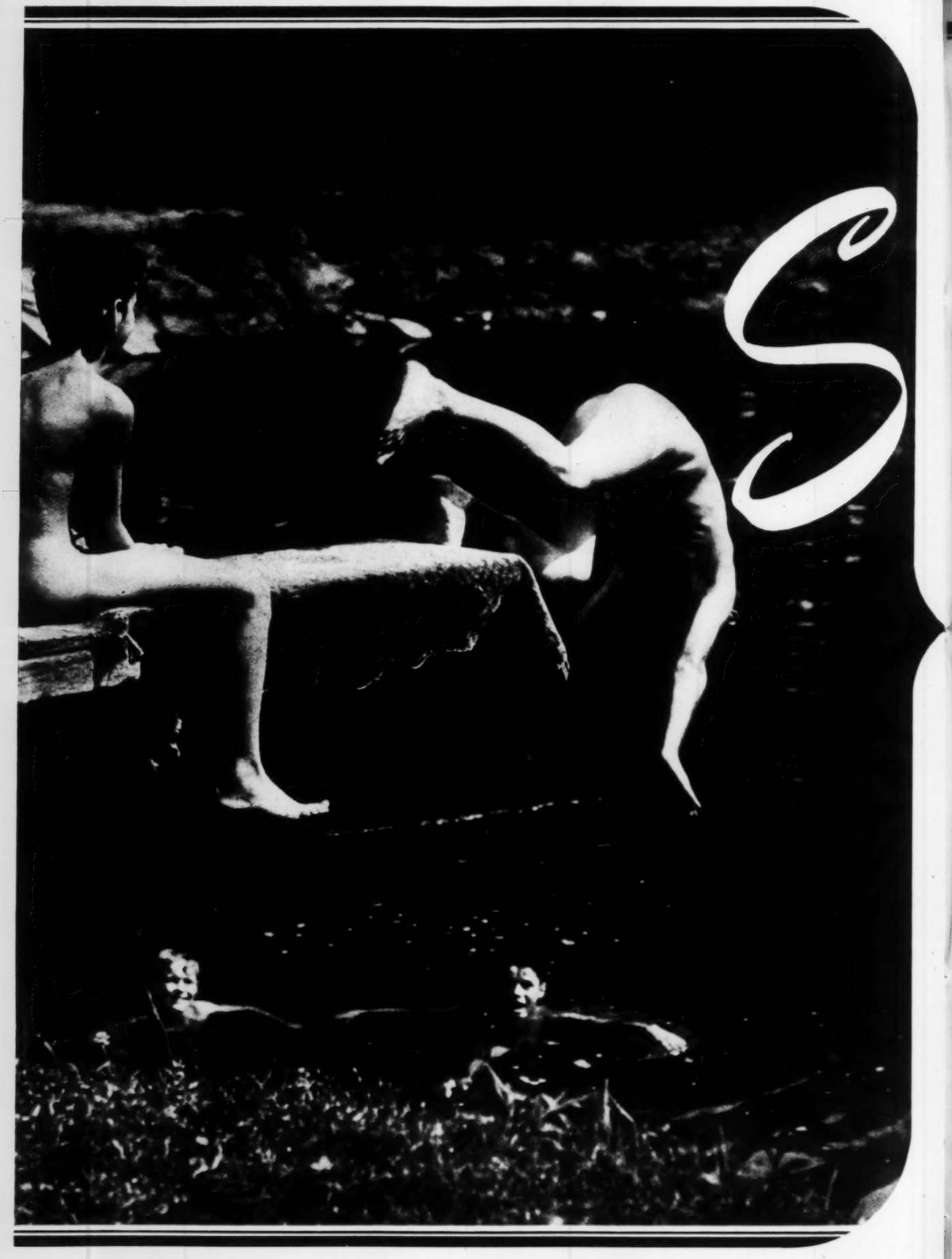
Independent—But Not Aloof

Memphis, Tennessee

Patt McDonald, General Manager

Forjoe & Co.

Representatives


S

springtime!

• Let the advertiser who only wants to get his radio feet wet use Spot Radio. Let him wade in slowly.

Let the advertiser who wants to make the biggest possible splash use Spot Radio. Let him dive in.

For the naked truth is that fully controlled, accurately directed, highly localized Spot Radio is the perfect springboard for any advertiser wanting to feel the full power of the radio medium.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST		
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T. H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

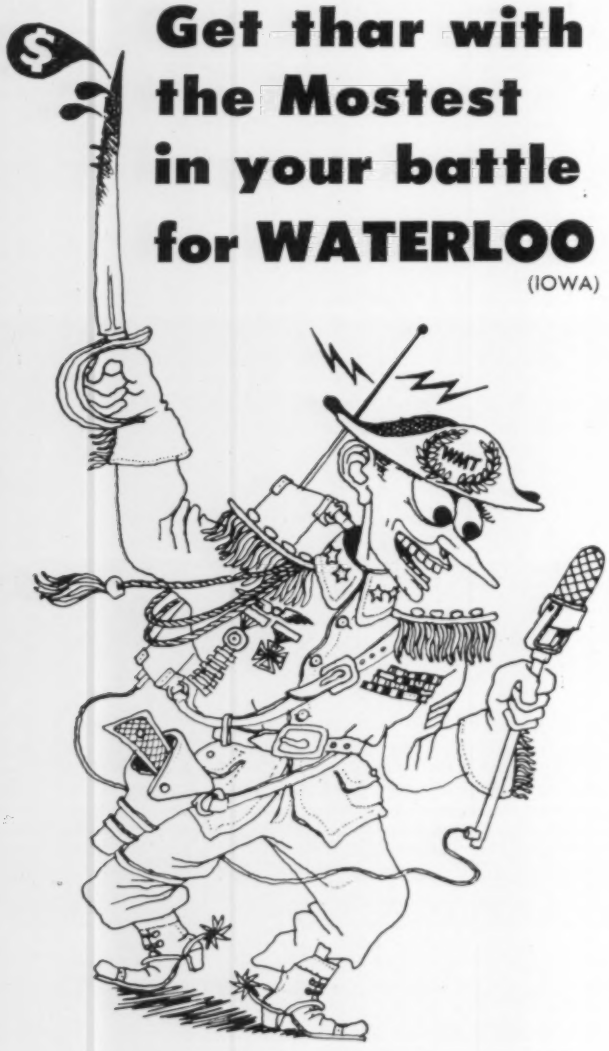
THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION
MILWAUKEE—WTMJ-TV
BUFFALO—WBEN-TV

Any advertiser can — and most advertisers should — use Spot Radio

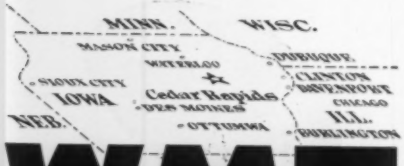
Get thar with the Mostest in your battle for WATERLOO

(IOWA)



It's one of the most important markets in northeast Iowa—where WMT is the No. 1 station. It's a market worth conquering, a prosperous industrial city of 65,000, widely known for farm machinery and meat packing. Waterloo led the nation in percentage of increase (35%) in business volume for '47 over '46, as evidenced by bank debits. And it's the shopping center for the rich surrounding agricultural section.

Conquer Waterloo too with WMT—the big gun in Eastern Iowa radio, the area's only CBS outlet. Ask the Katz man.



WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Says Agencies Need More Station Facts

EDITOR, BROADCASTING:

I have a suggestion to make for what it is worth. Many of your station advertisers fail to give agency people the type of information we so badly need in evaluating radio in competition with other advertising media in their own markets. More information about radio's ability to sell goods, as well as reach so many "radio families," would be of help in allocating to radio a proper place in general advertising budgets. I think someone, probably the NAB, should do the kind of promotion job for radio that the ANPA does for black and white.

Mrs. Claire Cari-Cari
Director of Station Relations
Gardner Adv. Agency
St. Louis

* * *

Changes Strike Responsive Note

EDITOR, BROADCASTING:

By the way, please accept my congratulations on the "New Look" in BROADCASTING. We find your magazine tops in attempting to keep up with this rapidly changing radio industry.

Ralph J. Robinson
Exec. Vice President
WACE & WACE-FM
Chicopee, Mass.

* * *

Market Study Story Stirs Recollections

EDITOR, BROADCASTING:

I enjoyed your Mr. Thompson's Washington market spread very much, and got quite a kick out of comparing my own recollections of Washington radio with the facts in the story. It was a swell story, and very readable.

Tom Means
Assistant to John Cowden
CBS
New York

* * *

Sees Market Studies' Value to Industry

EDITOR, BROADCASTING:

Study No. 1 of major radio markets included in the March 29 issue of BROADCASTING is well done. Congratulations. Unquestionably, these studies will help radio in survey markets and BROADCASTING will have again proved its value to the industry.

Henry Liebschutz,
Advertising Inc. of Washington,
Washington, D. C.

First in Major Market Series Called Excellent

EDITOR, BROADCASTING:

Have just finished reading the current issue of BROADCASTING. I think the coming series on the study of major radio markets is a wonderful idea. It is a completely thorough and excellent job.

I wonder if you are planning to incorporate the complete series in one volume when it is finished. In the meantime, of course, I will guard them very closely.

Howard E. Stark,
Director, Radio Dept.,
Smith Davis Corp.,
New York.

Editor's Note: Reader Stark's suggestion for publication of the market series in a single volume will be considered later. Favorable action depends upon subscriber interest and publication costs.

* * *

Durr's 'Philosophy Of Freedom' Analyzed

EDITOR, BROADCASTING:

I read with interest your account of Commissioner Durr's news conference in Chicago [BROADCASTING, March 1].

I was particularly impressed with the following quotation from his address before the Lawyers Guild: "To withhold from the people any information or ideas on the supposition that they may have a harmful tendency is as inconsistent with democracy as to deprive them of the vote out of fear that it may be exercised unwisely. . . . To suppress the advocacy or rational consideration of ideas by a threat of punishment is as much an act of aggression against democratic government as to deny access to the ballot box by force" . . .

I agree whole-heartedly with Commissioner Durr. That is why I insist that the Mayflower dictum stands as one of the most utterly incongruous principles ever laid down by a federal bureau of a democratic nation.

I hope that Commissioner Durr is equally willing to view the implications of the Mayflower ruling with respect to its "suppression of ideas by threat of punishment" as clear-eyed as he apparently does when he considers the rights of political candidates, and the possible invasion of those rights when those candidates are labeled arbitrarily as of questionable loyalty.

If Mr. Durr is completely consistent in his philosophy of freedom, he will vote for the abolition of the Mayflower dictum, when the present hearings are concluded.

Rex Howell
Managing Director
KFXJ
Grand Junction, Col.

WSIX pays its way

In the food field, WSIX more than pays its way by selling kids and their mamas on the all-important breakfast and supper cereals. A half-dozen national producers have used dominant amounts of time for two, three and five years without a break. Evidently they recognize WSIX's power to sell the goods in Nashville's 51-county retail trade area. Plan now to let WSIX help boost your sales in this area. Call your nearest Katz representative for more facts and figures; and the ways WSIX can fit into your program.

5000 WATTS - 980 KC

ABC AFFILIATE

National Representative: THE KATZ AGENCY, Inc.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

And WSIX—FM 65,000 W 97.5 MC

WSIX gives you all three: Market, Coverage, Economy

Telestatus Report

(REPORT I)

INTERCITY VIDEO RATES

TELEVISION broadcasters, present and future, got their first good look at prospecive video nework costs last week.

They blinked, but for the most part chose to keep quiet until they could mull over what they had seen.

● AT&T, which has been providing intercity service along its New York-Washington coaxial cable route without charge, filed with FCC on Monday five alternative rate systems which it proposes to put into effect May 1 [BROADCASTING, March 29]. They would cover all AT&T television network facilities, whether coaxial cable or radio relay.

● Western Union followed on Tuesday with formal submission of the charges it plans to make for use of its two reversible radio beams between New York and Philadelphia, which it has slated for operation before the national political conventions in Philadelphia in June and July [BROADCASTING, March 15].

● A revision of AT&T's existing local-channel television rates appeared to be in the offing. Observers thought the pattern was set Tuesday in proposed local-channel rates filed by New Jersey Bell Telephone Co., a member of the AT&T system.

AT&T files five alternative rate systems with FCC based on charge of $35 per airline mile per month for eight hours of daily service. Western Union contemplates $4,700 monthly for reversible New York to Philadelphia channel.

Though the television network rate structure set up by AT&T is based on a charge of $35 per airline mile per month for eight hours of service daily, the first use of the intercity facilities would be at the rate of $25 per mile per month for four hours daily.

The tariffs provide that the $25, four-hour schedule shall be the base of the monthly rate plan wherever two or more stations must share the use of the interexchange facilities. This would apply along the route of the only coaxial cable currently used or usable for television—the New York-to-Washington link—since stations in each city outnumber the circuits available.

It was felt, however, that the shared-channel schedule will be eliminated as more facilities become available.

For comparative purposes, eight hours' daily service between New York and Philadephia on an unshared channel would cost approximately $3,905 a month. With two or more stations sharing time on the channel, the monthly rate per station would be $2,775 for four hours' use daily. Two stations sharing time on the channel in New York, for example, would thus pay a total of $5,550 for eight hours—four hours each — while a single station could use the channel for eight hours for $3,905 at the unshared-channel rate.

Unless suspended by FCC, the rates will become effective May 1. It seemed doubtful that the Commission would intervene unless strong opposition is evidenced by the television industry. Though the rates are substantially lower than those proposed and subsequently withdrawn by the telephone company last summer, some opposition was evident, though its strength and extent could not be judged until the full implications of the tariff schedule could be studied.

Lawrence Phillips, director of the DuMont television network, said he thought it "regrettable that full recognition was not given to the present embryonic state of the industry, the relatively small number of receivers outside of the New York area and the inability of the AT&T to give service on an adequate basis if all networks require the desirable times for transmission."

Mr. Phillips said it was not possible to calculate accurately now the "commercial practicability of television network operation under the AT&T proposed rates," but that a "quick review makes it seem possible that the proposed rates might be practicable under network operations on a really commercial basis, which they cannot be for some time to come."

The Western Union plan contemplates a $4,700 monthly charge for one reversible channel between New York and Philadelphia, covering the eight-hour period from 4 p.m. to midnight seven days a week. Each hour added to the 4-12 block on a regular basis would cost $340 a month, and each extra hour on an occasional-use basis would cost $25.

F. E. d'Humy, Western Union vice president in charge of development and research, said his company's service, "unlike any other available by common carrier, provides for the transmission of video programs in either direction over the same channel. The unique two-way, reversible feature provides a major economy for the broadcaster."

It was also pointed out that there will be no added expense for terminal equipment or local loops since WU will beam the signals

(Continued on page 99)

AT&T'S CONTEMPLATED COMPLETIONS IN 1948

AT PRESENT AT&T's television relay facilities include one coaxial cable channel each way between New York and Washington and one radio relay channel each way between New York and Boston. The Washington-New York link has tie-ins at Philadelphia and Baltimore.

In June two more channels on the Washington-New York coaxial route are to be added and during the political convention period this four-channel route is to be set up so that three channels will be available for program service out of Philadelphia and leaving one channel for feeding into that city from New York and Washington. This means three convention pickups can be made simultaneously and will alleviate greatly the time-sharing situation for the video networks. In June it also is planned to extend the coaxial link from Washington for one-way service to Richmond, Va.

AT&T in October plans to open two-way coaxial service between Cleveland and Chicago with intermediate tie-in at Toledo. The same month a two-channel hookup between Chicago and St. Louis is planned and also a single channel between Cleveland and Buffalo running toward Buffalo. Toledo and Detroit are to be connected by a double-channel coaxial and Chicago and Milwaukee by a single channel running toward Milwaukee.

By the end of the year it is hoped that a double coaxial link will be available between Philadelphia and Cleveland with a tie-in at Pittsburgh.

AT&T INTERCITY RATES

ASSUMING that network facilities were available and that AT&T's proposed rates were in effect, the monthly cost of a video network channel for eight hours' daily service between various key cities would be approximately as shown below.

The computations are based on airline mileages, which AT&T defines as the "shortest airline mileage between service points." Thus in determining the cost of a New York-Baltimore channel, for example, it is necessary to use the total airline mileage between the various service points between those cities, not the airline mileage from New York direct to Baltimore.

Cost figures in each case include $1,000 as the charge for a station connection at each service point—$500 each—but do not include the local channel charges or the costs of transmitting sound.

Intercity Channel	Approximate Airline Miles	Monthly Cost
Boston-New York	188	$ 7,580
New York-Philadelphia	83	3,905
Philadelphia-Baltimore	89	4,115
Baltimore-Washington	35	2,925
Washington-Richmond	97	4,395
Richmond-Charlotte	247	9,645
Charlotte-Atlanta	226	8,910
Atlanta-New Orleans	435	15,925
New Orleans-Kansas City	682	24,870
Kansas City-St. Louis	234	9,190
St. Louis-Chicago	269	10,415
Chicago-Milwaukee	81	3,835
Chicago-Detroit	236	10,260
Chicago-Toledo	209	8,315
Toledo-Cleveland	96	4,360
Cleveland-Detroit	91	4,185
Cleveland-Pittsburgh	114	4,990
Pittsburgh-New York	312	11,920
New York-Trenton	54	2,890
Trenton-Philadelphia	30	2,050
New York-Wilmington	108	4,780
Wilmington-Baltimore	65	3,275
Washington-Lancaster, Pa.	88	4,080
Lancaster-Reading	29	2,015
Los Angeles-San Francisco	353	13,355
San Francisco-Seattle	685	25,275

This is the way you spell it in Baltimore

THE SUN

WMAR TV FM

Things are happening fast in Baltimore—are you up-to-date? WMAR-TV, Maryland's first television station, is on the air daily on Channel 2. WMAR-FM is also going strong and operates daily on Channel 250 (97.9 Mc.). Write for availabilities.

Represented by **THE KATZ AGENCY,** Inc.

500 FIFTH AVE. • NEW YORK 18

The Swing is to WHB in Kansas City

Next month, we anticipate, WHB in Kansas City will offer greatly expanded facilities to carry *your* sales message to the rich Midwestern Marketland. WHB is swinging up to—

10,000 WATTS
710 KILOCYCLES
FULL-TIME

Get next to a good thing, Mr. Advertiser! See your John Blair man and join the Swing to WHB.

WHB
10,000 WATTS IN KANSAS CITY
DON DAVIS, PRESIDENT
JOHN T. SCHILLING, GENERAL MANAGER
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies

THAYER RIDGWAY, president of Ridgway, Ferry & Yocum Inc., New York, has been named executive vice president of New York division of Brooke, Smith, French & Dorrance, to serve combined eastern accounts of the two agencies. Latter agency has acquired the accounts and key personnel of Mr. Ridgway's firm, effective April 1. **TRELL YOCUM** will continue as a consultant.

E. T. KENNER Jr., formerly with Thomson, Sava & Valenti Inc., has joined New York office of Brisacher, Van Norden & Staff Inc. as an account executive. **STERLING WARREN**, formerly with McCann-Erickson, New York, has been appointed production manager of Brisacher, Van Norden & Staff's New York office.

HELEN MONROE, media director at Emil Mogul Adv., New York, has assumed the duties of radio and television director, position held until recently by **LOUIS M. HEYWARD**. Miss Monroe has been with the agency since it started in 1940.

TORREY STEARNS, manager of public relations and publicity department of Young & Rubicam, New York, has taken a leave of absence to direct "People for Eisenhower" movement with headquarters in New York. **LARRY HOOVER**, public relations supervisor, will be acting manager of the department.

ROBERT SHERMAN, formerly a radio director with Ruthrauff & Ryan, and **ALBERT S. GIESECKE**, former art director with N. W. Ayer & Son, have established new advertising agency in Russ Bldg., San Francisco. **FRANK M. CHAPMAN**, former director of advertising and sales promotion for Shell Oil Co., and **MacALAN GARDNER**, former account executive with Ruthrauff & Ryan, also have joined the agency.

M. L. (Mort) HENDERSON, account executive with Bruce B. Brewer & Co., Kansas City, has been appointed manager of the agency's Minneapolis office. He succeeds **CLAIR B. HULL**, resigned. Mr. Henderson has been with Brewer & Co. since 1941.

GORDON MANCHESTER, formerly in freelance writing and production in New York, Boston and other East Coast cities, has been appointed radio chief of Lewis Edwin Ryan Agency, Washington.

WILLIAM PRESTON WOOD, freelance radio writer, has joined radio commercial department of Young & Rubicam, New York.

DOROTHY AYRES, former timebuyer at Olian Adv., St. Louis, has joined the Chicago office of Swaney, Drake & Bement Inc., in similar capacity, replacing **ROSEMARY WAKEFIELD**, retired.

CAMPBELL-EWALD Co. has opened a San Francisco office at 995 Market St. **MILBURN JOHNSTON**, former account executive in the agency's New York office, is in charge.

FRANCES MAE BALLACK, formerly with J. W. Robison Store, Los Angeles, has joined the San Francisco office of Abbott Kimball Inc. as copy director.

FORREST W. NOBLE, former Florida district advertising director for Borden Co., and before that on sales promotion staff of Campbell Soup Co., has joined merchandising staff of Erwin, Wasey & Co., Los Angeles.

RICHARD HALDERMAN, of Young & Rubicam, Hollywood, is in New York for month's conferences in agency's New York office.

ADOLPHE WENLAND, president of Adolphe Wenland & Assoc., Hollywood, is on three weeks business trip which will take him to 15 key cities in U. S. in effort to get survey of advertising conditions throughout country.

BRISACHER, VAN NORDEN & STAFF has expanded its Los Angeles staff with addition of **CHARLES HUTCHINGS** as assistant copy chief; **AL HUBBARD** as account executive; and **ARNOLD POLK** as member of production department.

ANFENGER Adv. Agency, St. Louis, effective April 1, changed name to **WINIUS-DRESCHER-BRANDON Inc.** Change is in name only, according to **ENNO D. WINIUS**, agency's president. Ownership, personnel and offices remain the same. **JOHN M. DRESCHER**, former vice president of

(Continued on page 103)

BROADCASTING
Comparative Network Program Schedule
April 1948

...WHERE
99 MILLION
PEOPLE
GATHER
EVERY
WEEK

CBS

...and where YOU can afford
to put a "big" Radio program

(see back page of this insert)

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226) R	Prud'tl. Ins. Family Hour (152)	Quaker Oats Those Websters (456)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Goodyear Greatest Story (209)	Coca-Cola Pause Refreshes (164)	Cudahy Packing Co.	Am. Home Prod Star Preview (126) R
6:45	"	"	Nick Carter (434)	"
7:00	Detroit Symphony	Wrigley Gene Autry (154)	Trimount Sherlock Holmes (229)	Am. Tobacco Co Jack Benny (161)
7:15	"	"	"	"
7:30	"	CPP-Super Suds Blondie (150) R	Mutual Benefit Behind the Front Page (447)	F. W. Fitch Co. Alice Faye & Phil Harris (163)
7:45	"	"	"	"
8:00	Stop The Music S	Wildroot Sam Spade (160)	Co-op A. L. Alexander	Standard Brands Chas. McCarthy (150) *
8:15	"	"	"	"
8:30	"	Gen Motors Man Called X (161) R	Carter Products Jimmy Fidler (196)	Ford Motor Fred Allen (164)
8:45	"	"	Kaiser-Frazer Newscope (350)	"
9:00	Andrew Jergens Walter Winchell (215)	T B A R	Co-op Meet Me At Parkys (300)	Sterling Drug Man. M -Go-R (150)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Theatre Guild (180)	Mickey Rooney (161) S	Pharmaco Jim Backus (86)	Sterling Drug Alb. Fam. Music (153)
9:45	"	"	"	"
10:00	"	Escape S	Voices of Strings S	Eversharp Take It or Leave It (161)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Luden's Strike It Rich (157)	Latin-American Serenade S	Philip Morris Horace Heidt (160)
10:45	Music On Velvet S	"		"

MONDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
6:15	"	In My Opinion S	"	6:15-6:20 S Music Liebert 6:20-6:30 S
6:30	"	Chicagoans S	"	Sketches in Melody S
6:45	"	P & G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P&G Dreft Beulah (70)	Co-op Fulton Lewis (339)	Liggett & Myers Supper Club (161) R
7:15	Co-op Elmer Davis (46)	P & G Oxydol Jack Smith (81) R	* Dinner Date	Miles Labs News of World (142)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (151) R	Gen. Motors Henry Taylor (440)	Mary Osborne Trio
7:45	"	Campbell Soup Ed. Murrow (150) R	Bayuk Cigars Inside of Sports (103)	Pure Oil Co. Kaltenborn (32)
8:00	John Hancock Ins. Co. (87) Point Sublime	Bromo Seltzer Inner Sanctum (150) R	Falcon S	E. I. duPont Cav. of Amer. (147) R
8:15	"	"	"	"
8:30	Buzz Adlam S	Lipton-Lever Arthur Godfrey (149) R	Pharmaco Charlie Chan (245)	Firestone Voice Firestone (139)
8:45	"	*	*	"
9:00	On Stage America S	Lever-Lux Soap Radio Theater (153)	Carter Products Gabriel Heatter (312)	Bell Telephone Telephone Hour (150) R
9:15	"	"	Radio Newsreel S	"
9:30	Sammy Kaye (176) S	"	Quiet Please S	Mars Inc. Dr. I. Q. (131)
9:45	"	"	"	"
10:00	This Is Adventure S	Lever-Swan My Friend Irma (147)	Co-op & Mail Pouch (42) Fish n' Hunting	Carnation Co. Contented Hr. (157)
10:15	"	"	"	"
10:30	Earl Godwin S	R. J. Reynolds Screen Guild (160)	Orchestra S	General Electric Fred Waring (160)
10:45	Buddy Weed Trio	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
6:15	"	Frontier to Science S	"	6:15-6:20 Music Leibert 6:20-6:30 S
6:30	"	Chicagoans S	"	Sketches in Melody S
6:45	"	P&G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (28)
7:00	Co-op Headline Edition (53)	P & G Beulah (70)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (161) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orchestra S	Miles Labs News of World (130)
7:30	General Mills Green Hornet (160) R	Campbell Soup Club 15 (151) R	Kaiser Wendell Noble (429)	Lennie Herman Quartet
7:45	"	Campbell Soup Ed. Murrow (150) R	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (27)
8:00	Youth Asks the Government S	Sterling Drug Big Town (14	Mysterious Traveler S	Phillip Morris Milton Berle (142) R
8:15	Chr. Sc. Mon. Views the News R	"	"	"
8:30	Co-op Town Meeting (56)	CPP Tooth Pwdr. Mr. Mrs. North (150) R	Pharmaco, Inc. Official Detect'vs (114)	Lewis Howe Co Date With Judy (150)
8:45	"	*	*	"
9:00	"	Gulf Oil We the People (118)	Serutan Co. Gabriel Heatter (206)	Lever Bros. Amos 'n Andy (152)
9:15	"	"	Radio Newsreel S	"
9:30	Boston Symphony S	De Soto Plymouth Christopher Wells (162)	Greg. Hood S	Fib... ...Gee & Molly (146)
9:45	"	"	"	"
10:00	"	Studio 1 S	To Be Announced	Lever Bros. Bob Hope (132)
10:15	"	"	"	"
10:30	It's Your Business (NAM) S	"	Orchestra (251) S	Brown & W'mson Red Skelton (160)
10:45	In the Family (C10)	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus S	World News	Y. P. Church Rev. P. Crawford (259)	World News John McVane Co-op
9:15	"	Ballard & Ballard Renfro Folks (27)	"	Story to Order S
9:30	"	"	Tone Tapestries (250) S	Cameos of Music 9:30-10:00 S
9:45	"	Trinity Choir S	"	Hudson Coal Co D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (253)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (259)	West'n Auto Circle Arrow (57)
10:45	"	"	"	Voices Down the Wind 10:30-11:00 S
11:00	Fine Arts Quartet S	College Choirs S *	Christian Ref. Ch. Back To God (74)	Words & Music S
11:15	"	"	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U. Review (188) S	News Hilites S
11:45	"	"	"	Campana Solitair Time (18)
12:00 N	Texas Jim S	Invitation to Learning S	Pilgrim Hour Dr. C. Fuller (239)	Bunte Bros. World Front-Ns (19)
12:15 PM	Foreign Reporter S	"	"	"
12:30	On Trial S	People's Platform S	Lutheran Hour Dr. W. Maier (321)	Eternal Light S
12:45	"	"	"	"
1:00	Amer. Future Sam Pettengill (203) R	Doorway to Life S	Wings Shirts Wm. Shirer (270)	America United S
1:15	Editor At Home S	"	Am. Bird Prod. Am. Warblers (15)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Toni Co. Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (138)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Okla. Roundup S	Ozark Valley Folks (200) S	"
9:30	"	"	"	Clevelandaires S
9:45	Philco Corp Breakfast Club (242)	"	"	Nelson Olmsted S
10:00	Libby, McNeill My True Story (196) R	Music You Know S	Co-op Cecil Brown (161)	Fred Waring Show *
10:15	"	"	Faith Our Time (142) S	"
10:30	Gen. Mills Betty Crocker (191) R	Manhattan Evelyn Winters (148) R	Say With Music Willard's Orch. (190) S	P & G Road of Life (154)
10:45	Curtis Co. Listening Post (202) * R	Babbitt David Harum (55)	"	P & G Joyce Jordan (152)
11:00	P&G Break Hollyw'd (234) R	Liggett & Myers Arthur Godfrey (158)	Co-op Passing Parade Nesbitt S	Toni Co. This Is N Drake (156)
11:15	Kellogg Co Break Hollyw'd (234) R	"	Tell Your Neighbor (160) S	Manhattan Soap Katie's Daughter (157)
11:30	Kellogg Co. Galen Drake (204)	Cont'n'al Baking Grand Slam (49)	Phil Morris Hearts Desire (215)	Prud'tl Ins. Jack Berch (139)
11:45	West. Elec Corp Ted Malone (196) R	P & G Rosemary (60)	"	B. T. Babbitt Lora Lawton (97)
12:00 N	P&G Welcome Trav. (183)	Gen Foods Wendy Warren (146)	Kate Smith Speaks, Co-op (296)	"
12:15 PM	"	Lever Bros. Aunt Jenny (59)	Serutan Victor Lindlar (115)	To Be Announced
12:30	Out Of Service	Whitehall Helen Trent (78)	U. S Service Bands (243) S	Words & Music S
12:45	"	Whitehall Our Gal Sunday (80)	"	"
1:00	Co-op Baukhage (92)	P & G Big Sister (91)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (81)	Co-op Happy Gang	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Music By Maupin S	Co-op News	(Network Opens 9:30 A M)	To Be Announced
9:15	"	Songs For You S	"	"
9:30	"	"	News R Hurleigh (95) S	Story Shop S
9:45	"	Barnyard Follies S	Practical Gardener	"
10:00	Benj Moore Co Your Home Beautiful	Ferry-Morse Garden Gate (159)	Dixie Four S	Frank Marriwell S
10:15	This Is For You S	Washington Wives S	Misc. Programs	"
10:30	Seeman Bros. Hollywood Headlines (125)	Pet Milk Mary Taylor (139) R	Ozark Valley Folks (200) S	Swift & Co. A Andrews (161) R
10:45	Saturday Strings S	"	"	"
11:00	Abbott & Costello Kid Show S	Cream of Wheat Let's Pretend (150) *	Movie Matinee S	Swift Meet the Meek (161)
11:15	"	"	"	"
11:30	The Bosco Co. Land of the Lost (36)	Escape S	Teen Timers, Inc. Teen Timers Club (76)	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"	"	"
12:00 N	Junior Junction S	Armstrong Cork Theater of Today (160)	Misc. Programs	Barrlauit Wash. News S
12:15 PM	"	"	Week in Wash. Albert Warner (261) S	Public Affairs S
12:30	American Farmer (83) S	Bowey's Stars Hollywood (53)	Proarte Quartet S	Coffee With Congress S
12:45	"	"	"	"
1:00	Luncheon with Maggi & Herb S	Pillsbury Grand Cen. Sta. (130)	Lnchn. Sardi's Bill Slater (101) S	Alls-Chalmers Nat. Farm & Home Hour (161)

SUNDAY

MBS	NBC
Repeat of Kid Strips	News S John McVane Clem McCarthy
"	6:15-6:20 S Music Liebert 6:20-6:30 S
"	Sketches in Melody S
"	Sun Oil Co. 3-Star Extra (32)
Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (161) R
Orch. S	Miles Labs. News of World (142)
Electrical Union Arthur Gaeth (57)	Adrian Rollini Trio
Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (34)
Encore Theater S	Colg.-Palm-Peet Dennis Day (154) R
"	"
High Adventure	Kraft Foods Gildersleeve (143) R
"	"
"	"
Carter Products Gabriel Heatter (370)	Bristol Myers Duffy's Tavern (140)
Radio Newsreel S	"
Racket Smashers	Bristol-Myers Dist. Attorney (140)
"	"
"	"
Opinion-Aire S	Am. Cig. & Cig. The Big Story (162)
"	"
California Melodies S	Rexall Stores Jimmy Durante (160)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
"	Men & Books S	"	6:15-6:20 S Music Liebert 6:20-6:30 S
"	Chicagoans S	"	Sketches in Melody S
"	P&G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Beulah (70)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (162) R
Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orch S	Miles Labs. News of World (130)
Rayve Henry Morgan Show	Campbell Soup Club 15 (151) R	Kaiser Wendell Noble (425)	Roosevelt Grill Orch.
"	Campbell Soup Ed Murrow (150) R	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (27)
Candid Microphone S	P & G Lava FBI (146) R	Revere Camera Revere All-Star Review (52)	General Foods Aldrich Family (143) R
"	"	Background For Stardom S	"
Ellery Queen S	Whitehall Mr. Keen (146) R	Talent Hunt S	General Foods Burns & Allen (145) R
"	"	"	"
"	"	"	"
General Electric Willie Piper (164) R	Auto-Lite Dick Haymes (160)	Serutan Co. Gabriel Heatter (156)	Kraft Foods Co. Music Hall (146)
"	"	Radio Newsreel S	"
The Clock S	Toni Co Crime Photog. (165)	RFD America S	Seattest Village Store (93)
"	"	"	"
Child's World S	Hall Brothers Readers Digest (158)	The Family Theatre (269) S	R. J. Reynolds Bob Hawk Show (161)
"	"	"	"
Lenny Herman Quintet S	Campana First Nighter (58)	Dance Orchestra S	Pabst Sales Co. Eddie Cantor (146)
Earl Godwin S	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
"	Report from UN S	"	6:15-6:20 S Music—Liebert 6:20-6:30 S
"	Chicagoans S	"	Sketches in Melody S
"	P&G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Beulah (70)	Fulton Lewis, Jr. (331)	Liggett & Myers Supper Club (162) R
Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orchestra	Miles Labs. News of World (142)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (151) R	Gen. Motors Henry Taylor (375)	Mary Osborne Trio
"	Campbell Soup Ed Murrow (150) R	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (33)
Norwich Phar. Fat Man (138) R	General Foods Baby Snooks (152) R	Philco Corp. Burl Ives (200)	Cities Service Co. Highways in Mel. (82)
		Alan Dale S	"
Equitable Life This Is Your FBI (221) R	General Foods Danny Thomas (150) R	Leave it to the Girls	Colg.-Palm-Peet Can You Top This? (145) R
"	"	"	"
Bristol-Myers Break the Bank (183) R	P. Lorillard Old Gold Show (148)	Noxema Co. Gabriel Heatter (167)	Brown & W'mson People are Funny (165)
"	"	Radio Newsreel S	"
Pacific C. Borax The Sheriff (191)	Int. Silver Ozzie & Harriet (153)	Co-op Informa. Please (288)	Sterling Drug Waltz Time (149)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette Sports (254)	Philip Morris Call for Music (146)	Co-op Meet the Press (277)	Centaur Co. Mystery Theatre (141)
"	"	"	"
"	Coca-Cola Spotlight Review (159)	U. S. Air Forces Tex Beneke	Colg.-Palm-Peet Sports Newsreel (79)
"	"	"	Speakers from Washington S

SATURDAY

ABC	CBS	MBS	NBC
To Be Announced	News S Don Pryor	Orchestra	News Summary S
Bible Messages S	In My Opinion S		Religion in the News S
Sports, N. Y. (107) S	Red Barber Sports Show S	"	NBC Symphony S
Communism & One World S	News S Larry Lesueur		"
Buzz Adlam Orchestra S	Mr. Ace & Jane U. S. Army	Hawaii Calls (360) S	"
"	"		"
Challenge of The Yukon S	Lambert Co Abe Burrows (162) R	Kaiser Wendell Noble (425)	Mars Inc. Curtain Time (130)
"	Hoagy Carmichael S	Danton Walker Hy Gardner News S	"
Ross Dalin Detective (207) S	Suspense S	Ronson Metal 20 Questions (236)	P & G Life of Riley (137) R
"	"	"	"
General Mills Famous Trials (164) R	"	Stop Me S	P & G Truth or Conseq. (143)
"	"	"	"
P&G - Co-op Gang Busters (62)	Joan Davis Show Co-op	Keeping Up With Kids	Am. Tobacco Co. Your Hit Parade (160)
"	"	"	"
Wine Growers Murder & Mr. Malone (68)	R. J. Reynolds Vaughn Monroe (160) R	What's the Name of that Song (300) S	Colg.-Palm-Peet Judy Canova (143)
"	"	"	"
American Oil Prof. Quiz (101)	Pet Milk Sat. Nite Ser. (78)	Chicago Theatre of the Air (390) S	Colg.-Palm-Peet Kay Kyser (141)
"	"	"	"
HayloftHoedown (107) S	It Pays To Be Ignorant Co-op	"	R. J. Reynolds Grand Ole Opry (158)
"	"	"	"

SUNDAY

ABC	CBS	MBS	NBC
Tell It Again S	Alan Lomax S		Chic. Rd. Table S
"	"		"
Is There S	Air Force Show S		To Be Announced
"	"		"
Harsch	Co-op Bill Cunningham (210)		RCA Victor Show (162)
Rapor S	Veteran Wants to Know S (150)		"
New York Harmonic S	H. C. Cole Mfg. Variety Show (107)		Sheaffer Pen Parade (162)
"	"		"
"	General Foods Juvenile Jury (123)		Stand. Brands 1 Man's Fam. (144)
"	"		"
"	General Foods House Mystery (457)		Miles Lab Quiz Kids (145)
"	"		"
Farrell Wrightson & Hall's Orch. S	Wilmsn. Candy True Detective (460)		To Be Announced
"	"		"
Davis Sings S	D. L. & W. The Shadow (37)		Ford Motor Co. Ford Theatre (160)
Co. Time to You (16)	"		"
Co. Hour (157)	Helbros Watch Quick as a Flash (366)		"
"	"		"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (82)	The Happy Gang	Robt McCormick Co-op S
"	P & G Guiding Light (86)	Ralston Purina Cbd. Jamboree (152)	Robt. L. Ripley Co-op
Co-op Walt. Kierman (47)	Gen. Foods 2nd Mrs. Burton (66)	Ph. Morris (221) Miles Lab (458) Armour (222) Ist Milling (111)	Gen. Mills Today's Children (140)
Co-op Ethel & Albert (42)	P & G Perry Mason (93)	Queen For Day	Gen. Mills Women in White (138)
Sterling Drug Bride & Groom (231) R	Marriage For Two S	Martin Block S	Gen Mills (2:40 Betty Crocker (138)
"	Manhattan Rose of Dreams (161)	"	Gen. Mills Light of World (61)
Quaker Oats Ladies be Seated (205) R	Campbell Soup Dble or Noth'g (108)	"	P & G Life-Beautiful (145)
Toni Co. Ladies be Seated (202) R	"	"	P & G Ma Perkins (146)
Nat. Biscuit Co. Whiteman Club (227)	Gen Elec. House Party (161)	Red Hook (31)	P & G Pepper Young (151)
R J. Reynolds Co. Whiteman Club	"	"	P & G Right to Hap'ness (153)
Nestle's Prod. Whiteman Club (196)	Armour & Co. Hint Hunt (154) R	Co-op Erskine Johnson (343)	Sterling Drug Backstage Wife (145)
Wesson Oil Whiteman Club (182)	"	Co-op Johnson Family Scribner (337)	Sterling Drug Stella Dallas (145)
Treasury Show S	Winner Take All Co-op	Misc. Programs S	Sterling Drug Lorenzo Jones (145)
"	"	Two-ton Baker S	Sterling Drug Y. Widder Brown (144)
Co-op Dick Tracy	American School of the Air S	Adventure Parade S	Gen Fds. When Girl Mar's (77)
Quaker Oats Co. Terry & Pirates (204)	"	Superman	Gen. Fds. Portia Faces Life (89)
General Mills Jack Armstrong	Treasury Bandstands S	Wander Co. Capt. Midnight (125)	Whitehall Just Plain Bill (59)
Derby Foods Sky King	Miles Lab. Lum 'n Abner (128) R	Ralston Purina Tom Mix (414)	Whitehall Front Page Far'l (58)

SATURDAY

ABC	CBS	MBS	NBC
Our Town Speaks S	Borden County Fair (162)	Symphonies for Youth	Ed. Tomlinson News
"	"	"	Report Europe S
Fascinating Rhythm S	Toni Co. Give & Take (160) R	"	Music of the Moment S
"	"	"	"
Western Theater S	Columbia Country Journal S	Bands for Bonds	Salute to Veterans S
"	"	"	"
Piano Playhouse S	Report From Overseas S	Dance Orch.	Orchestras of Nation
"	Adv. in Science S	"	"
ABC Symphony S	Cross Section USA S	Sports Parade	"
"	"	"	"
"	Accent On Youth S	Hospitality Club	Doctors Today
"	"	"	"
Sports Review S	Saturday at the Chase S	Dance Orch.	To Be Announced
"	"	Charles Slocom S	"
Treasury Band Show	Philadelphia Orch. S	Lone Wolf	Dr. I. Q., Jr. Mars, Inc. (40)
"	"	"	"
Melodies To Remember	"	Shotwell Mfg True or False (460)	Swanee River Boys S
Dorothy Fuldheim (58)	"	"	Wildroot King Cole Trio (159)

* EXPLANATORY NOTES

BROADCASTING

Big enough to be smallest

Obviously, you've got the best in Radio when you can spend money for a "big" program *and still get listeners at small cost.*

That's why the shrewdest buyers of Radio—the men who use Radio most and know it best—so overwhelmingly prefer the two *top* U.S. networks, the TYPE I networks, the "big audience" networks.

Advertisers can *afford* to put a "big" program on a TYPE I network because *these* networks, with their stronger, better-balanced facilities and stronger schedules, *deliver more customers in more markets* to their programs—producing the lowest cost per customer in all Radio!

And more of the hundred largest users of Radio prefer CBS to any other network. For the unbiased figures show that CBS delivers its LARGE audiences at LOWER costs than ANY other network.

New Business

BULOVA WATCH Co., New York, has signed for series of nightly time announcements over WBEN-TV Buffalo, when station begins telecasting in late spring. Bulova is first advertiser to contract for time on WBEN-TV, and also was first sponsor on WBEN when the AM station started in 1930, according to station officials.

ALLIED ARTISTS has appointed Mal Boyd & Assoc., Hollywood, to handle radio exploitation for movie, "Song of My Heart."

CHALFONTE-HADDON HALL, Atlantic City (resort hotel), through its agency, Lamb, Smith & Keen, Philadelphia, has prepared one-minute video films of the hotel, its private beach and varied recreational facilities, for 13-week, twice-a-week test campaign on WFIL-TV Philadelphia. Campaign may be extended to other cities following test.

GOUGH INDUSTRIES, Los Angeles (Philco radio sets), March 23 started for four weeks two weekly 12-minute television series, *Baseball Prevue*, on KTLA Los Angeles. Series consists of video films made of major league baseball teams training in Florida. Agency: Noble Adv., Los Angeles.

SHAW'S, Santa Monica, Hollywood, and Los Angeles (retail jeweler), has appointed Bass-Luckoff of Hollywood to hande advertising. Radio may be used.

NORGE APPLIANCE DEALERS of Charleston, W. Va. area have signed with WKNA Charleston for 780 news broadcasts over one-year period. Contract calls for 10-minute programs Mon.-Fri. 4:30 p.m., 8 p.m., and 11 p.m.

HOLLYWOOD STARS, professional baseball team, has appointed Hunter Adv., Los Angeles, to handle advertising. Budget for season will run between $5,000 to $10,000. Radio spots may be used.

FLOTHILL PRODUCTS Inc., Stockton, Calif., has appointed Roy S. Durstine Inc., New York, to handle advertising for its canned fruits and vegetables. Account will be served by the agency's Pacific Coast and New York offices with **ROBERT L. NOURSE Jr.**, Pacific Coast manager, as account executive. Media plans have not been set as yet.

EASTERN COLUMBIA, Los Angeles (department store), has adapted its aural radio jingle to television and is using it twice weekly on television station KTLA Los Angeles—once weekly for 13 weeks on *Shopping at Home* (started April 1) and once weekly on Olympic Stadium Wrestling Matches broadcast (started March 31). Stodel Adv., Los Angeles, directs store's aural radio and video activities.

36TH DISTRICT Agricultural Assn. has appointed Lisle Sheldon Adv., Los Angeles, to handle advertising for Solano County District Fair being held April 30-May 2 in Dixon, Calif. Spot announcements and interviews from the fair will be carried to all Sacramento stations by remote.

TAN BARK CLUB, Los Angeles, has appointed Roche-Eckhoff & Assoc. to handle publicity for Seventh Annual National Horse Show to be held June 15-20 at the Horse Palace, Hollywood. Budget of approximately $3,000 is planned. Radio may be used.

JERSEYMAID Milk Products, Los Angeles (ice cream), April 12 starts four-week schedule of five daily spot announcements on two Los Angeles stations, KHJ and KECA. Agency: Mogge-Privett Inc., same city.

Network Accounts • • •

KELVINATOR (refrigerators, electric ranges, home freezers) will sponsor Edwin C. Hill's *The Human Side of the News* on ABC Monday-Friday 7-7:05 p.m., starting April 26. Agency is Geyer, Newell & Ganger Inc., New York.

TONI Co., which begins sponsorship of *This Is Nora Drake* on CBS May 10 after four-week sustaining interlude, will continue the daytime program on NBC. Same story and cast will be used on each network.

(*Continued on page 94*)

Success Story, American Way

He delivered his first network broadcast as a sustaining news feature for Mutual in November of 1937. The time: 7 p.m. His program was the original news "co-op"—a network show carried locally by Mutual stations and sponsored by (or available for sponsorship by) local advertisers. His first sponsor was the American National Bank, of Denver, which is still with him.

Each year his audience has grown. So have his sponsors. They find they can enjoy the prestige of a network program at local time cost and pro-rated talent cost. They favor the idea of reaching a ready-made, loyal audience with money to spend.

Since Mutual is more than 450 stations, and the Fulton Lewis, Jr. broadcast is sponsored on 299, perhaps there's an opening in your city. If you are (or have) a client with a limited budget and want to make the most of it, get in touch with the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 —or Tribune Tower, Chicago 11.

NO CLAIMS. . .

Proof THAT

WIP *Produces*

EXAMPLE #1

We have a local program called "The Unseen Advisor". 7.00 P. M. nightly. Sponsored for seven years by the same client. Client recently felt he had saturated his market, dropped the program. We made this announcement: "We are thinking of taking this program off the air. If you want it to stay on, write us a letter." That is all we said. We made that announcement ONCE. We got 7,382 letters. No contest . . . no giveaway . . . no premium. 7,382 letters from one announcement. Period.

WIP

PHILADELPHIA

BASIC MUTUAL

Represented Nationally by Edward Petry & Co.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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MONTHLY FEATURE CALENDAR

First issue: Comparative Network Program Sponsor Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
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Eleanor J. Brumbaugh, *Secretary to the Publisher*.

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AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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CIRCULATION AND READERS' SERVICE
WINFIELD LEVI, *Manager*
David Ackerman, Warren Sheets, Chapalier Hodgson, Jeannette Wheelock, Elaine Suser.

NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza 5-8355*
EDITORIAL: Edwin H. James, *New York Editor*, Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor*.
ADVERTISING: S. J. Paul, *Advertising Director*; Martin Davidson, Tom Stack.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, *CENtral 4118*
William L. Thompson, *Manager*; John Osbon.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28, *HEmpstead 8181*
David Glickman, *West Coast Manager*; Ralph G. Tuchman, *Hollywood News Editor*, Ann August.

TORONTO BUREAU
417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes, *Manager*.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.
• Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

ALEXANDER GRAHAM BELL

was first with his invention of the telephone which became a reality on March 10, 1876 with the famous message to his assistant, "Watson come here! I need you." Just as Bell needed Watson, you need WJR because WJR is...

first

IN POWER AND RESULTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR

50,000 WATTS

CBS

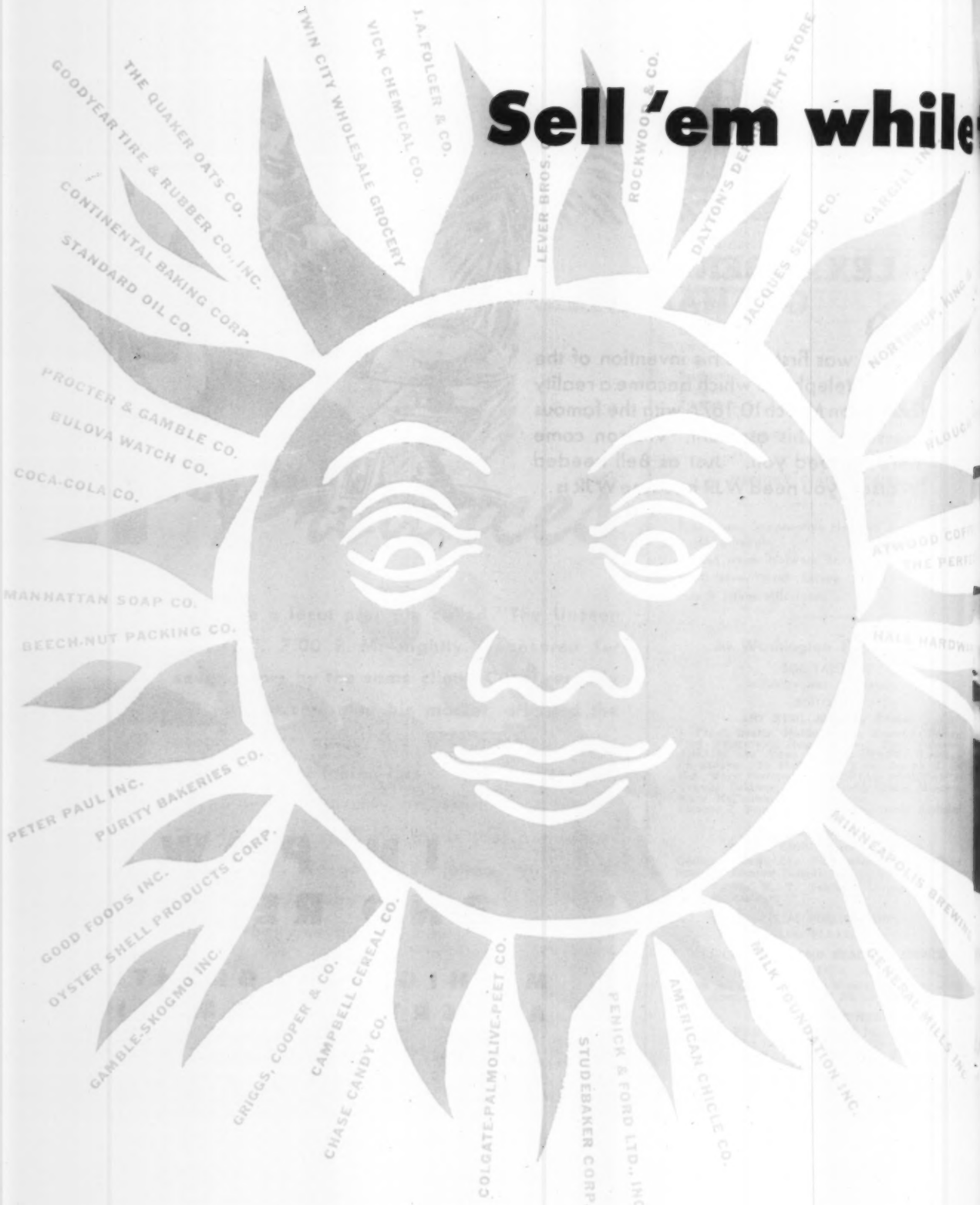
THE GOODWILL STATION FISHER BLDG. **DETROIT**

Represented by PETRY

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

Sell 'em whileth



le they're hot... and they'll love you

in December as they do in May

Thirty-seven national spot and local advertisers used 50,000-watt WCCO last Summer. Just as they have every Summer for an average of eight years each. Just as they probably will again this Summer.

How come?

For one thing, WCCO's 37 year-round advertisers know that if they use summer campaigns, chances are their customers will be buying as much of their merchandise next Fall as they're buying this Spring.

But these 37 companies don't buy Summer advertising simply as investments in the future. They have discovered that "dog day" selling pays off during the Summer. Because almost as much cash is spent for retail products in WCCO territory during the Summer as in any other season of the year. More than $645,000,000 in June, July and August!

To sell one-quarter of your Northwest market—June, July and August—and to make sure that your customers will love you next December as they do this May, join these 37 WCCO Summer advertisers. Just ask WCCO or Radio Sales and we'll show you how to sell 'em while they're hot!

Data supporting statistical summaries are available on request.

WCCO-Sells 'em while they're hot!
50,000 WATTS • 830 KC • CBS
MINNEAPOLIS • ST. PAUL

Represented by Radio Sales... Radio Stations Representative... CBS

WILMINGTON, DEL.

WDEL

Sells...

● Consistently
● Profitably

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

5,000 WATTS
DAY &
NIGHT

NBC AFFILIATE

A STEINMAN STATION

Feature of the Week

"YOU ARE NOW an honest-to-goodness, cash 'stakeholder' in WOW-Land—the richest part of God's great big green world," says the letter sent to agencies and advertisers last Friday, April 2—WOW's 25th birthday.

Claim was staked out by the Omaha station through a deposit of a silver dollar in The Omaha National Bank. With each letter went a real bank book showing the deposit.

"You are now a part of WOW-Land," continues the letter. "You've got money invested here. It's your money!

"I hope you'll keep your investment in WOW-Land—and keep on investing advertising dollars on WOW. For spending dollars on WOW is just like putting money in the bank!" The letter is signed by John J. Gillin Jr., WOW president and general manager.

Attached is a map of WOW-Land, with black dots showing

(*Continued on page 94*)

Cartoon on Mr. Gillin's letter, which he captions: This is me depositing a silver dollar for you.

On All Accounts

FROM oil sales to audience surveys, from program producer to radio director—that's a capsuled resume of the 16-year period James Fonda has been associated with radio—in one form or another. Jim has been radio director of the Chicago office of Foote, Cone & Belding since last September.

The lean, distinguished gentleman from Charleston, Miss., was born in 1907. His first big job in the early 30's served as a convenient springboard for his radio career. Jim was assistant advertising manager of the Pennzoil Oil Co. on the West Coast where an unusual opportunity presented itself in the form of a new audience survey organization. He got in on the ground floor of Radio Survey, which actually antedated both Hooper and Nielsen. As a matter of fact, only the Crossley poll operated at that time (1933) and a growing industry was not yet rating-conscious.

JIM

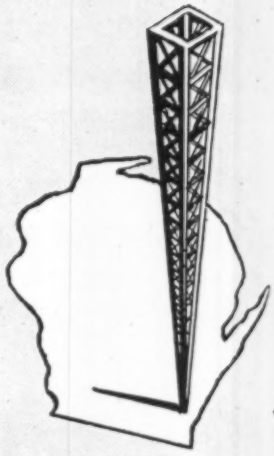
The association proved fruitful. One day Jim was called upon to discuss business with Lord & Thomas, forerunner of the present Foote, Cone & Belding. Shortly thereafter he joined the agency as program producer. Branching into the production end, he served as co-director of talent for FCB's *Adventures of Philip Marlowe* (for Lever Bros. Pepsodent Div.). He took administrative charge of *Hollywood Star Time* (for Frigidaire).

While these duties feathered the Fonda cap, Jim still regards as his most interesting assignment a show he produced for the Armed Forces Radio Service in which he served from 1943 to 1946. It was titled *Jubilee*, a weekly all-Negro series which AFRS beamed overseas to talent-starved GI's.

Last year Jim transferred to Chicago where he replaced Richard Davis, producer of the Bob Hope Pepsodent show, who temporarily filled the position at the time of FCB's realignment. The Chicago branch, under Mr. Fonda, is concerned with the following programs: *Hint Hunt*, (for Armour) and portions of the *Breakfast Club* and *Ladies Be Seated* (for Toni)—Chicago-originated; *Radio Reader's Digest* (for Hallmark) and *Give and Take* and *This Is Nora Drake* (also for Toni)—New York-originated; and *Man Called X* (for Frigidaire) and *The Saint* (for Trim Hair Tonic)—Hollywood-originated. Another mystery (for Toni) currently is being added to the list. In connection

(*Continued on page 58*)

Dominant
SELLING
POWER



in the Nation's
12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN
MILWAUKEE

The Katz Agency, Inc.
Natl. Representatives

25th YEAR

"We're not so old in the Army List,
But we're not so young at our trade."
—Kipling, "The Irish Guards."

As of April 2, 1948, Radio Station WOW celebrates its twenty-fifth birthday—which is old, as age goes in the radio business. But ripe age, alone, is no guarantee of effectiveness in love, war or the operation of a broadcasting station.

Age is not so important as wide experience, digested and assimilated, powered by the energy and enthusiasm required to translate knowledge into action.

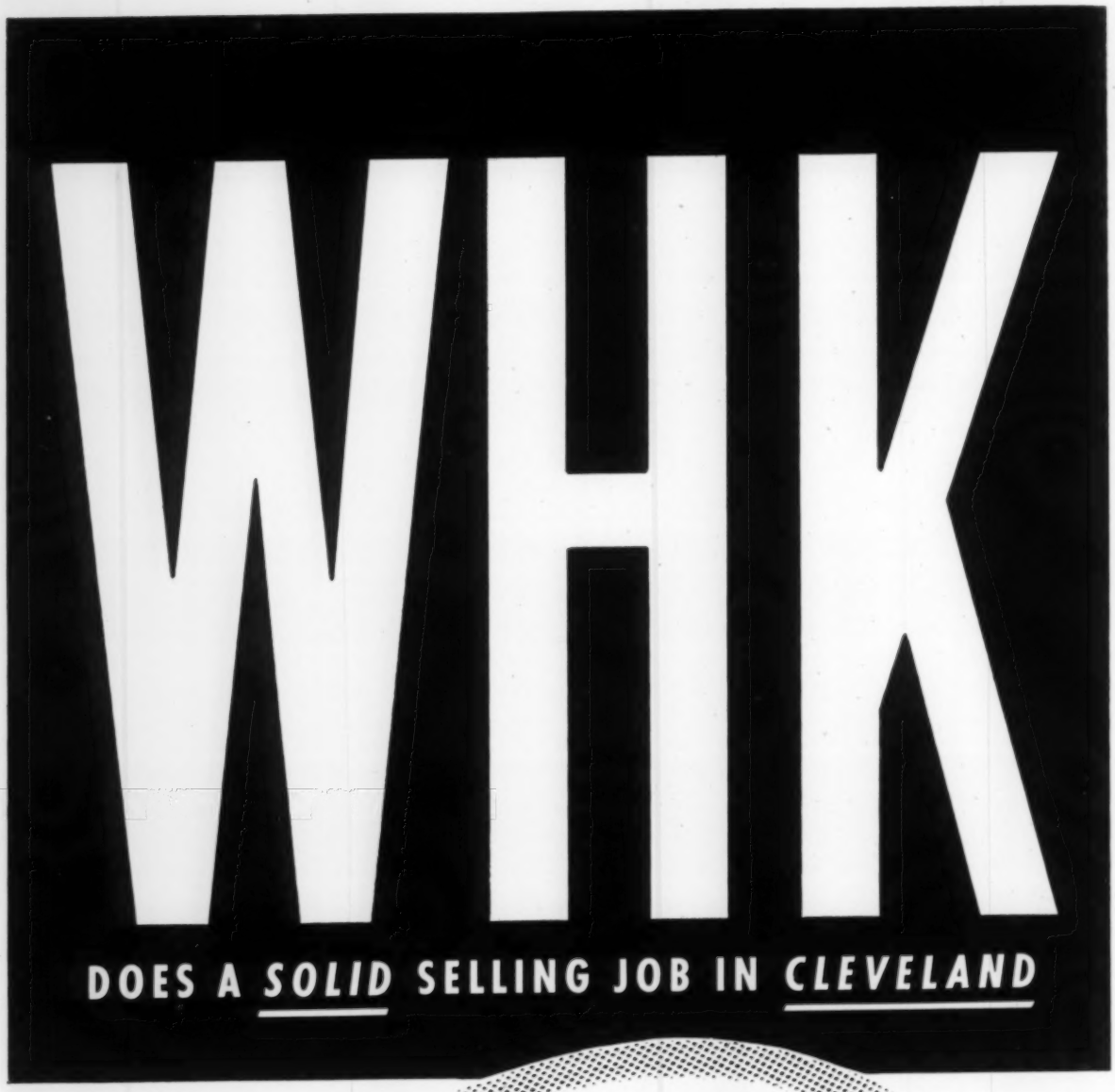
It is the operational "know-how", born of twenty-five years experience, plus the energy and enthusiasm of its still youthful staff, that keeps WOW tops in its field—tops in listening audience—tops as an advertising medium.

That's why, Mr. Advertiser, in the territory within a radius of 200 miles from Omaha, RADIO WOW CAN DO YOUR ADVERTISING JOB **ALONE!**

JOHN BLAIR & CO.
Representatives

RADIO STATION
WOW, *Inc.*
OMAHA, NEBRASKA
590 KC ★ NBC ★ 5000 WATTS
Owner and Operator of KODY at North Platte, Nebr.

JOHN J. GILLIN, JR.
President & Gen'l Mgr.



THAT'S WHY . . . WHK CARRIES MORE LOCAL PROGRAM BUSINESS THAN ALL OTHER CLEVELAND STATIONS COMBINED!

BROADCASTING
TELECASTING

Vol. 34, No. 14 WASHINGTON, D. C., APRIL 5, 1948 $7.00 A YEAR—20c A COPY

CLEARS AT CROSS ROADS

Capital Hearings Begin Today

By RUFUS CRATER

FOR THE FIRST TIME in more than 20 years of radio regulation, a Congressional committee today (Monday) undertakes a hearing to settle the always controversial clear-channel question.

The hearing, on the Johnson Bill (S-2231) to break down clear channels and keep the power ceiling at 50 kw, opens at 10:30 a.m. before the Senate Interstate & Foreign Commerce Committee.

Thirty-four witnesses for and 26 against the bill are in the tentative lineup announced by the Committee Friday, plus spokesmen for each of the four major networks who will appear in response to specific invitations from the Committee (see list of witnesses this page). With last-minute additions, it was thought the witness list might swell to around 70. About 10 full days of hearings are expected.

The opponents of the bill will be heard first, despite their plea that customary procedure entitles them to last voice.

Even though their witnesses outnumber those favoring the measure, the clear-channel advocates clearly face an uphill fight. Some 700 letters have been received by the Committee since it invited AM broadcasters throughout the nation to give their positions on the bill. Except for those from clear-channel stations, committee spokesmen reported, these almost exclusively have favored the breakdown legislation.

About 70 stations have outlined their positions but asked that they be kept confidential, reportedly because many were fearful of having their views made public.

FCC, which has devoted much of the last three years to study and hearings on the clear-channel question, plans to offer no testimony. Its silence was dictated by the pendency of its own decision, which is being held up on instruction of the Senate committee pending completion of the Johnson Bill hearings.

The Clear Channel Broadcasting Service, composed of all of the independently owned 1-A clear-channel stations except KSL Salt Lake City, will lead off the presentation against the bill. The opening day probably will be consumed by testimony of Louis G. Caldwell, CCBS counsel; John H. DeWitt Jr., president of WSM Nashville and CCBS engineering director; James D. Shouse, president of WLW Cincinnati and other Crosley Broadcasting Co. stations; and Victor A. Sholis, director of WHAS Louisville and also of CCBS.

The principal arguments of the main adversaries—the clear-channel advocates and the advocates of clear-channel breakdowns—were summarized in statements given BROADCASTING Friday by Mr. Caldwell of CCBS, and Donald Treloar of KGEZ Kalispell, Mont., who will represent the Montana Assn. of Broadcasters. Mr. Treloar's views will also be representative of those of Ed Craney, head of the Pacific Northwest "XL" stations, long-time opponent of clear channels, and of the other anti-clear channel stations.

The CCBS views, as outlined by Mr. Caldwell, emphasize the dependence of large areas and populations upon clear-channel stations, the "inadequacy" of present clear-channel service from the standpoint of signal strength, and the fallacy of arguments that higher power will threaten smaller stations, tend toward monopoly, or bring large segments of the nation's population under the sway of the social views of a few stations.

The clear-channel supporters also will undertake to convince the committee that enactment of the Johnson Bill will imperil U. S. radio's international position by failing to protect this nation's channel rights under the North American Regional Broadcasting Agreement (NARBA).

International effects of the Johnson Bill already have been seen, with U. S. communications authorities in agreement that it will

(Continued on page 87)

S-2231 Witnesses

LINEUP of witnesses for and against the Johnson Bill (S-2231) is presented below, subject to last-minute revisions. The opponents will be heard first, starting with the opening of hearings at 10:30 this morning (Monday).

AGAINST THE BILL

Louis G. Caldwell, counsel, Clear Channel Broadcasting Service.

John H. DeWitt Jr., engineering director, CCBS.

James D. Shouse, president, WLW Cincinnati.

Victor A. Sholis, secretary, CCBS.

Roy Battles, farm director, WLW.

W. B. Ryan, manager, KFI Los Angeles.

Nelson MacInnich, farm director, KFI.

Roy R. McLain, Paloma Citrus Fruit Assn., Visalia, Calif.

A. E. Isham, director, public relations, Mutual Orange Distributors, Los Angeles.

Eugene C. Jarvis, manager, United Date Growers Assn., Coachella, Calif.

Verne Jobe, commercial orchard worker, Covina, Calif.

Floyd D. Young, U. S. Weather Bureau, Los Angeles.

Clyde O. Hoober, vice president, California Farm Bureau Federation.

Harry Stone, manager, WSM Nashville.

(Continued on page 87)

TRANSIT FM BOOMS

Utilities' Plan Spreads

By ED KEYS

FM RECEIVERS in the nation's public transportation vehicles will be as commonplace within 24 months as radios in private autos.

This was the amazing prediction —anchored in what appeared to be a strong foundation—by Richard C. Crisler, executive vice president of Transit Radio Inc., Cincinnati, which may be the harbinger of:

- A boon to the entire FM industry.
- Broader fields for sponsors on FM stations.
- Phenomenal growth of the transit radio phase of the industry.
- Stimulation to greater radio listening.

Mr. Crisler presented some convincing facts, revolving about encouraging developments and overwhelmingly favorable public reaction to radioizing the public transportation systems of the nation, which would merit the respectful attention of the skeptics.

The Transit officials revealed that 96.66% of the passengers surveyed during tests in six American cities wanted FM reception in the transit vehicles regularly.

Surprisingly-consistent results of the surveys were as follows:

	In favor of service
Baltimore (WMAR-FM)	95%
Washington (WWDC-FM)	95%
Houston (KPRC-FM)	98%
Cincinnati (WCTS-FM)	96%
Wilkes-Barre (Pa.)	98%
Worcester (Mass.)	98%

Mr. Crisler verified the successful completion March 30 of tri-cornered negotiations between Transit Radio Inc., WCTS Cincinnati (FM affiliate of WKRC, *Times-Star* station), and the Cincinnati Street Railway Co. to guarantee Cincinnati bus and street car passengers specialized FM program fare to relieve the monotony of rides between shop, office and home.

The contract provided for the immediate installation of FM receivers in 300 of their public conveyances. Installation will be completed in about six weeks.

But this is just the start, Mr. Crisler advises.

The transit company is also going to install FM receivers on the remaining 500 public transportation vehicles at a later date.

When all Cincinnati Street Railway Co. vehicles have been FM-equipped the entire transportation system of the city will be humming with music, news, shows, and advertising, because there will not be a public transportation vehicle without it.

Commuters, too, will benefit.

The Cincinnati, Newport and Covington Railway Co., known locally as the Green Line, will also be furnishing entertainment [BROADCASTING, Feb. 29].

A contract was signed by the

(Continued on page 105)

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WILKINSON RESIGNS

Plotkin May Succeed

RESIGNATION of Vernon L. Wilkinson, for the last three years assistant general counsel of the FCC in charge of broadcast services, was submitted to the Commission last week, effective April 9. Mr. Wilkinson will enter private law practice in Washington.

Mr. Wilkinson joins the Washington radio law firm of Haley & McKenna, which will become Haley, McKenna & Wilkinson.

While no announcement was made at the FCC, it is thought that Harry M. Plotkin, senior assistant general counsel in charge of Litigation and Administration, promptly would be named to the important broadcasting post — most active of the legal assignments in the FCC. Mr. Plotkin was named an assistant general counsel in 1944, after having served three years on the FCC's legal staff. He has been the anchor man in the law department on broadcast policy matters.

Mr. Wilkinson, a long-time friend and associate of former FCC Chairman Charles R. Denny, became an assistant general counsel on April 18, 1945, shortly after Mr. Denny was elevated to a commissionership, and when now Commissioner Rosel H. Hyde was promoted from assistant general counsel in charge of broadcasting to general counsel. A native of Washington state, he had worked at the Department of Justice with Mr. Denny in the Lands Division. During his incumbency at the FCC he earned a reputation for fairness and objectivity among broadcasters and attorneys in his handling of broadcast matters.

Mr. PLOTKIN

Mr. WILKINSON

Mr. Wilkinson has headed the broadcasting division in a time of unequalled expansion of the broadcasting field. The number of AM

(Continued on page 88)

NAB'S BIG WEEK

Management, Engineering Agendas Drafted

(Management and Engineering Conference agendas on page 88.)

PROGRAM for NAB convention week in Los Angeles Nov. 17-21 was drawn up Friday at NAB headquarters, including main events of the Management Conference May 17-18 and the Engineering Conference May 20-21.

Panel techniques will be used for both meetings, with prominent speakers covering specific topics and delegates then joining in floor discussion of some of the major issues.

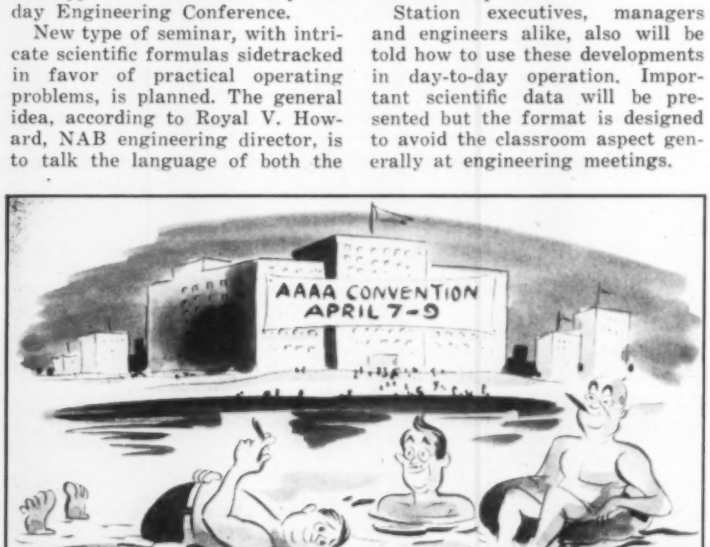
Opening day of the Management Conference will include the keynote address of NAB President Justin Miller in the morning following customary greetings by local dignitaries. A well-known speaker is slated for the Monday luncheon but details had not been completed Friday.

Monday afternoon will be one of the high spots, with the Standards of Practice slated for a working-over by the membership. Revised standards were distributed last week by NAB [BROADCASTING, March 29]. Another high spot comes Tuesday when FCC Chairman Wayne Coy is slated to address the luncheon. The annual dinner, devoted entirely to entertainment, takes place that evening as final event of the management meeting.

NAB will take the "long-hair" out of technical topics to broaden the appeal of the Thursday-Friday Engineering Conference.

New type of seminar, with intricate scientific formulas sidetracked in favor of practical operating problems, is planned. The general idea, according to Royal V. Howard, NAB engineering director, is to talk the language of both the station manager and engineer so that both can learn the latest technical developments.

Station executives, managers and engineers alike, also will be told how to use these developments in day-to-day operation. Important scientific data will be presented but the format is designed to avoid the classroom aspect generally at engineering meetings.



Drawn for BROADCASTING by Sid Hix

"Now you take the middle commercial. We have an account . . ."

Mr. Howard and Neal McNaughten, assistant director, are polishing off an agenda in which coverage, new methods and dollar-mark talk will dominate. They are following plans approved by the NAB Engineering Executive Committee.

Television Discussions

Most of the Thursday engineering meeting will be devoted to television. Ten engineers active in TV development will take the whole process apart to see what makes it tick. Starting with the radio wave as it leaves the transmitter, they will go into propagation traits of the TV frequencies, transmitter problems, studio equipment, field pickups, coaxial lines and all the way to servicing of receiving sets in the home.

Closing the Thursday proceedings will be discussions and demonstrations of magnetic tape recording. An evening event is planned but is not ready for announcement.

FM comes in for its share of attention Friday morning. Another feature of this session is to be revelation of a new system of measuring co-channel interference. This method is described as an important step forward in that it permits measurements of interference from other stations without shutting down any of the stations involved.

Developer of the process is Rob

(Continued on page 88)

NAB BOARD VOTE

Seven New Directors to Take Office

By J. FRANK BEATTY

NAB's new Board of Directors, facing a list of critical industry problems, will have seven new members when it meets for the first time in Los Angeles May 19, following the two-day industry Management Conference. The old board holds its final meeting May 15.

Six of the seven were elected in the March balloting. The seventh post must be decided in an April run-off election. Calvin J. Smith, KFAC Los Angeles, and Harry W. Witt, KNX Los Angeles, were tied in the 16th District vote.

The 25-man board will reflect few changes in complexion as a result of the elections though several key industry figures will retire at Los Angeles. The new members, however, are broadcasters of long experience. FM engineering strength of the new board will be augmented but these factors are not expected to upset present policies.

With the Standards of Practice slated for Los Angeles action, the board has one new anti-code member in Edward Breen, of KVFD Fort Dodge, Ia. At Atlantic City last September Mr. Breen was one of the hottest code critics advocating instead a simple broadcasters' creed. Later he joined in conducting a nationwide poll designed to show the extent of industry opposition to a code.

The newest set of standards incorporates a creed [BROADCASTING, March 29], but at the same time retains many of the limitations opposed particularly by independent stations.

Take Up Code Suggestions

The day after the Los Angeles convention, board members will take up suggestions offered in floor debate on the code. Unless opposition is serious, the board may adopt the new standards finally with provision for minor redrafting. NAB By-Laws give the board complete power to adopt and enforce a code but the directors have been leaning over backwards to produce standards that will have industry blessing and support.

As the international situation becomes more serious, code discussion may be subordinated by the board as well as the membership. On the new board will be many directors who served during the war. Most of the others directed station operations during the period and are familiar with pre-war and wartime broadcasting problems.

NAB already has arranged with Ernst & Ernst, New York auditing firm in charge of voting, to conduct the run-off election. Ballots will be mailed today (April 5) to the 16th district's 81 stations, to be returned to Ernst & Ernst by April 20.

Sixteen directorships were voted on in March, comprising the eight directors-at-large (elected annually) and the even-numbered districts.

NEW NAB directors include (l to r) Harry Bannister, WWJ Detroit; Henry W. Slavick, WMC Memphis; William B. Quarton, WMT Cedar Rapids, Ia.; Robert Enoch, KTOK Oklahoma City; Everett Dillard, KOZY Kansas City. No photo available of Edward Breen, KVFD Fort Dodge, Ia. who was also elected a director.

Results of director-at-large voting, with past directorship records since 1938 reorganization, follow:

Large Stations—Howard Lane, WJJD Chicago, (1939-42; 1947-48), reelected; Paul W. Morency, WTIC Hartford, (1939-48) reelected; 72 stations eligible to vote, 58 ballots cast.

Medium Stations—T. A. M. Craven, WOL Washington, (1944-48), reelected; G. Richard Shafto, WIS Columbia, S. C., (1942-44; 1945-48), reelected; 570 stations eligible to vote, 384 valid ballots, 18 void.

Small Stations—Clair R. McCollough, WGAL Lancaster, Pa., (1938-39; 1945-48), reelected; Edward Breen, KVFD Fort Dodge, Ia., new, succeeding Robert T. Mason, WMRN Marion, O., (1947-48); 631 stations eligible to vote, 428 valid ballots, 14 void.

FM Stations—Class A, Willard D. Egolf, WBCC-FM Bethesda, Md., (1947-48), reelected; Class B, Everett L. Dillard, KOZY(FM) Kansas City, succeeding John Shepard 3d WGTR Boston, (1938-39; 1947-48); 59 A stations eligible to vote, 32 ballots cast and 582 B stations eligible, 393 valid ballots, 25 void.

Results of even-numbered district elections, with directorship records, follow:

District 2—Michael R. Hanna, WHCU WHCU-FM Ithaca, N. Y., (1946-48), reelected; 110 stations eligible to vote, 86 valid ballots, 1 void.

District 4—Campbell Arnoux WTAR WTAR-FM Norfolk, Va., (1944-48), reelected; 235 stations eligible to vote, 167 valid ballots, 8 void.

District 6—Henry W. Slavick, WMC Memphis, succeeding Wiley P. Harris, WJDX Jackson, Miss., (1946-48); 141 stations eligible to vote, 91 valid ballots, 10 void.

District 8—Harry Bannister, WWJ Detroit, succeeding C. Bruce McConnell, WISH Indianapolis, (1946-48); 83 stations eligible to vote, 50 valid ballots, 6 void.

District 10—William B. Quarton, WMT Cedar Rapids, Ia., succeeding John J. Gillin Jr., WOW Omaha, (1938-48); 103 stations eligible, 83 valid ballots, 6 void.

District 12 — Robert Enoch, KTOK Oklahoma City, succeeding William B. Way, KVOO Tulsa, (1942-48); 60 stations eligible, 53 valid ballots.

District 14—Hugh B. Terry, KLZ Denver, (1944-48), reelected; 74 stations eligible, 55 valid ballots, 1 void.

District 16—Tie between Calvin J. Smith, KFAC Los Angeles, (1942-44), and Harry W. Witt, KNX Los Angeles, with runoff election ordered. Incumbent, William B. Ryan, KFI Los Angeles, (1944-48); 81 stations eligible, 54 valid ballots, 2 void.

Mr. Witt

Mr. Smith

In all, 2801 ballots were mailed, with 1934 valid ballots and 91 invalid due to failure to follow instructions.

The district directors were elected under a temporary procedure required by adoption last year of new By-Laws. After the Los Angeles convention in May, future district elections will be conducted under new rules. In alternate years, even and odd-numbered districts will nominate their own directors by mail. Elections will be held at district meetings, with opportunity to submit nominations from the floor prior to final balloting.

Directors-at-large were elected for the first time under permanent mail balloting rules. They are elected annually.

Directors of odd-numbered dis-

(Continued on page 82)

DURR CANDIDATE? *Acceptance of Post Again Questioned*

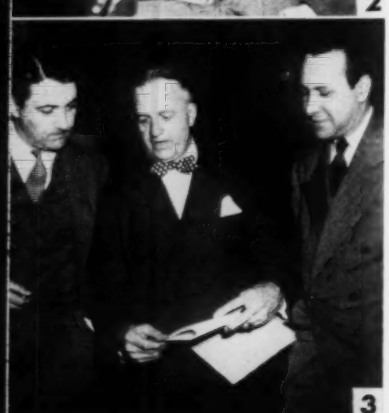
DESPITE well-timed reports that a draft movement had spontaneously developed for reappointment of Clifford J. Durr to the FCC for a second seven-year term beginning July 1, serious doubt existed last week whether (1) he would be a candidate; (2) whether the President would nominate him; (3) whether the Republican-controlled Senate would confirm him, if nominated.

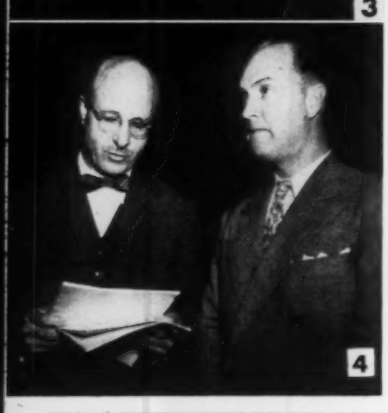
Now in his fiftieth year, the Alabama left-wing Democrat is said to be considering return to private law practice for personal financial reasons. The father of four children—the eldest of college age, the youngest an infant—Mr. Durr has confided that he must decide whether to make the break from Government now or resign himself to a $10,000 per annum Government stipend for the next seven years, and risk the hazards of later appointments.

FCC Chairman Wayne Coy is disposed to support Mr. Durr's reappointment, if he wants it. He regards the Alabaman as a conscientious public official, and one who, by virtue of seven years on the FCC, knows the regulatory ropes. But Mr. Coy, it can be stated, has not yet urged the reappointment at the White House.

Alabama's senators—Lister Hill and John J. Sparkman—are expected to endorse Mr. Durr's reappointment on "native son" grounds if for no other reason. An anomalous situation exists, however, because of defection from Truman ranks of both Alabama senators over the civil rights issue. Mr.

(Continued on page 82)





50-mc FM SCRAP

Lemke Bill Hearings Held

STAUNCH OPPOSITION to Congressional assumption of authority over frequency allocations was raised last week as the House Interstate & Foreign Commerce Committee completed its hearings on the Lemke Bill (H. J. Res. 78).

The two-day session was devoted to testimony by opponents of the measure, which would give a portion of the 50-mc band to FM in addition to its present 88-108 mc band. Advocates of the measure were heard in February [BROADCASTING, Feb. 9].

FCC and RCA in particular took the opportunity to present detailed replies to the oft-repeated charges of Prof. Edwin H. Armstrong, FM inventor, that they individually had held back the development of FM.

Congressional observers felt no inclination, after the hearing, to change their earlier view that there is little chance of the Lemke measure being enacted.

While there was no reference to the Johnson Bill to break down clear channels (S-2231), on which the Senate Interstate & Foreign Commerce Committee opens hearings today (see story page 21), the respective spokesmen for FCC, RCA, and Philco Corp., and representatives of the mobile services made clear that they felt Congress should leave allocation matters to the Commission.

FCC Comr. George E. Sterling pointed out that "even with its background of regularly handling radio matters, and even with its skilled technical staffs, the Commission required more than a month of hearings, and approximately eight months of study and investigation of the evidence submitted, before it was in a position to reach a final decision with respect to the proper place of FM in the spectrum."

He said that "frankly, it seems to us that the only sound basis for a decision in a matter of this nature is a record such as that compiled by the Commission in its November 1947 hearing during which the services involved set out in detail the basis for their needs for the frequencies. It seems to us that sound regulatory policy would require such a decision to be reached in this way instead of by legislation such as H.J. Res. 78."

TWO DAYS of hearing on Capitol Hill last week revolved around the question of whether or not a portion of the 50-mc band should augment the FM 88-108 mc band. Congressional observers were of the opinion that the Lemke Measure stands little chance of being enacted; spokesman for private industry and the FCC also inferred that allocations matters might well be left to the Commission.

Above 400 mc

The question of a possible opening up of the band above 400 mc for commercial television inevitably came up, and found both RCA and Philco in opposition to an early move in that direction.

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Division of RCA, estimated at one point that color television is "still five years away" though RCA is "working very hard" and has made "a lot of progress" in color work.

Comr. Sterling did not commit FCC on its final plans for its proposal to give to non-broadcast services the present Television Channel No. 1—44-50 mc—which FM interests also are seeking. But he did say that there is "serious question" whether FM needs the space more than "the police and other services," and whether intercity relaying—for which some FM spokesmen requested the band—"would make for an efficient use of the limited frequency space available."

He said the Commission is considering the possibility of using studio-transmitter link facilities around 940 mc for FM intercity relays.

Committee attendance at the hearing was relatively sparse as other legislation—notably the debate on the European Recovery Plan—demanded members on the House floor. Principal committee mainstays in the session were Chairman Charles A. Wolverton (R-N. J.), and Reps. Leonard W. Hall (N. Y.), Robert Hale (Me.), Harris Ellsworth (Ore.), and James I. Dolliver (Iowa), all Republicans.

Running account of the two-day session follows:

WEDNESDAY

Comr. Sterling, the first witness, told the committee that the Lemke Bill represented a "most unwise" approach to allocations. He said it fails to take into account either the scarcity of spectrum space or the possible impact of such a law upon the needs of other services. "It would be a most obvious invitation

(*Continued on page 78*)

WITNESSES and observers at the Lemke Bill hearings included (l to r):

PHOTO NO. 1: Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Division, RCA; F. J. Bingley, technical assistant to the vice president in charge of engineering, Philco Corp.; Henry Weaver, Philco D. C. counsel.

NO. 2: John Howland, Zenith Radio Corp. legal department; Prof. Edwin H. Armstrong, FM inventor, and J. E. Brown, assistant vice president of Zenith.

NO. 3: From the Television Broadcasters Assn., Thad Brown, of Washington counsel; TBA President J. R. Poppele, of WOR New York; Will Baltin, TBA secretary-treasurer.

NO. 4: D. E. Noble, vice president of Motorola Inc., and chairman of Radio Technical Planning Board's Panel 13, and Donald S. Leonard, of the International Assn. of Chiefs of Police.

WCAU IN MIDDLE

Jurisdiction Tiff Forces TV Cancellation

A LABOR jurisdictional dispute which put the station right in the middle snagged WCAU-TV plans to televise the American Opera Co. staging of "Bartered Bride" at the Academy of Music, Philadelphia March 30 and forced the *Bulletin* television station to cancel the entire project.

Though permission had been obtained from the opera company and AFM, negotiations hit a snarl when IATSE, the stage hands union (AFL), refused to work with WCAU's CIO technicians and cameramen.

James M. Douglas, business manager of IATSE, Local 8, Philadelphia, told WCAU officials on Monday he was under orders from the international in New York to demand that AFL technicians and cameramen be substituted for WCAU's men—members of CIO's American Communications Assn.—or that his group would refuse to work the production.

WCAU officials pointed out that substituting AFL men for their own would be a violation of a WCAU-ACA contract and thus such a move was impossible. Mr. Douglas then reported that he was in no position to negotiate and referred the WCAU authorities to J. B. Basson, international representative in New York. The station placed a call immediately to Mr. Basson's office, but he could not be reached. Late Tuesday afternoon, however, he had not returned the call.

When no settlement could be reached in the dispute by early Monday evening, officials of WCAU-TV cancelled the television production. It was felt that time was running too short to allow the technicians and program men sufficient period for quality production.

Meanwhile it was indicated at IATSE offices in New York that the union and IBEW, both AFL, have agreed to a 50-50 split on all assignments, which may serve as a guide in such cases as the WCAU-TV-IATSE dispute. IATSE locals have complete autonomy in such matters, it was claimed.

AMERICAN TOBACCO

BBDO, SSC&B Named

IN A SWIFT reallocation of its $12,000,000 account, American Tobacco Co. last week named two major agencies to take over its vast advertising schedule.

The appointments were made within three days after Foote, Cone & Belding dropped the account March 25 over a disagreement in policy [BROADCASTING, March 29].

Batten, Barton, Durstine & Osborn was designated on Monday, March 29, as agency for the major Lucky Strike portion totalling approximately $9,500,000 in annual billing.

Sullivan, Stauffer, Colwell & Bayles had been previously named on Saturday March 27 to handle Pall Mall representing a yearly expenditure of about two and a half million dollars.

So sudden were the new moves of the cigarette company that Bernard C. Duffy, president of BBDO, informed BROADCASTING that he became aware of the agency's appointment only shortly before the news was released to the trade. Cutting short a Florida vacation he arrived in New York on Monday to learn that, without even having submitted a formal presentation and presumably on the basis of its general advertising policy, his agency had been named to handle the multi-million-dollar Lucky Strike business.

Explaining that BBDO would formally take over the account "as soon as we can absorb it," Mr. Duffy said that it was yet too early to formulate a specific policy and approach to the new business. Presumably, therefore, there will be no immediate change in programming, and the *Hit Parade* and Jack Benny Shows will continue, at least for the present with no significant variation in format.

One question posed by the new alignment is the disposition of BBDO's Kool Cigarettes account. It is an accepted policy of advertising agencies to service only one cigarette firm at a time, and in line with that principle Mr. Duffy acknowledged that Kools will be released to another agency as designated by the Brown & Williamson Tobacco Corp. Billing of Kools, sponsors of the Red Skelton show, is in the neighborhood of a million dollars a year.

Total Billing Soars

With the acquisition of the Lucky Strike business, the billing of the agency is estimated now to be in the vicinity of $70,000,000.

Among the clients already represented by BBDO are E. I. duPont de Nemours & Co., U. S. Steel Corp., National City Bank of New York, General Mills, The B. F. Goodrich Co., Chrysler Corp. (De Soto division), and E. R. Squibb & Son.

The SSC&B appointment of the American Cigarette and Cigar Co. (Pall Mall cigarettes) formerly handled by FC&B was made only two days after the latter agency's resignation of the account. The SSC&B's overall billing is said to be in the neighborhood of $10,000,000, and with the new addition will run close to $12,000,000.

Little more than 19 months old, the agency started its career with about $5,000,000 worth of annual billing. It has thus more than doubled its business in slightly more than a year of operation.

The agency has indicated no plans to change the current programming policy of Pall Mall and it is assumed that for the time being *The Big Story* will continue in its present form on NBC. William Spire will be SSC&B account executive.

N. W. Ayer & Son has been named to continue handling Lucky Strike television advertising. The agency has already arranged a new weekly show for its client, titled *Barney Blake*, starting Thursday, April 22, 9:30-10 p.m. on the NBC television network. The agency will immediately take over the spot announcement television campaign.

Foote, Cone & Belding, however, will finish out the *Tonight on Broadway* series which starts April 6 at 7 p.m. on WCBS-TV New York. The program is contracted for three weeks. If at the end of the three week session the American Tobacco Co. decides to continue with the show, the N. W. Ayer & Son agency will then assume its production.

Mr. DUFFY

The $12,000,000 void created by Foote Cone & Belding's relinquishing of the American Tobacco account has already begun to fill with the appointment of that agency this week for The Glass Container Manufacturers Institute to handle its million-and-a-half-dollar yearly advertising budget. The industry plans a three year advertising campaign. It is not known whether radio will be used.

No 'Squeeze'

IN REPLY to persistent rumors that Foote, Cone & Belding's relinquishing of the American Tobacco account was in fact a "squeeze play" to effect a change in management at the cigarette firm, Emerson Foote, agency president, issued the following statement last Monday:

"I deny with contempt the insinuation or implication that our firm's decision to resign the American Tobacco account was made with any thought or expectation whatsoever of getting the account back at any time in the future. The decision was made entirely on principle—and for no other reason in the world. Some people, being unable to believe that anything is done from an honest motive, thus reveal their own character."

AAAA PROBES TV

New Medium On Agenda

RECOGNITION of television's rising importance in the advertising world will be given by the nation's advertising agencies at the 30th annual AAAA convention to be held at the Cavalier Hotel, Virginia Beach, Va., this week.

Much of the Thursday morning program will be devoted to video's growth and its impact on the agency business. Presiding will be Thomas D'A. Brophy, Kenyon & Eckhardt, New York AAAA vice chairman.

The three-day convention opens Wednesday afternoon with a closed business meeting followed by organization meeting of the new board.

Scheduled guest speakers are Rep. Karl E. Mundt (R-S.D.), co-author of the Smith-Mundt Act which reactivated the "Voice of America," and Admiral William H. P. Blandy, commander in chief of the Atlantic Fleet. Rep. Mundt will deliver the main address at the 4-A's annual dinner April 8. Admiral Blandy will speak at the final luncheon April 9.

J. C. Cornelius, BBDO, Minneapolis, chairman of the 4-A's board, and Thomas D. A. Brophy, Kenyon & Eckhardt, New York, vice chairman, will preside over the business sessions.

First open session, April 8, will be devoted to 4-A's activities in personnel and research, and to an analysis of television. Video topics include: "Dimensions of the Television Industry," by Dr. Peter Langhoff, Young & Rubicam; "Principal Types of Television Programs and Commercials," by Walter Craig, Benton & Bowles; "Comments on Current and Future Programming," by Jack Gould, *New York Times* radio editor; and "Television and the Agency Business," by Kennett W. Hinks, J. Walter Thompson Co., New York.

Election of 4-A's officers is slated for April 7, in a closed session. This executive session will include a discussion of "Running an Agency at a Profit," by Ray Vir Den, Lennen & Mitchell, New York, and a jury of AAAA members.

Entertainment at the conclave includes a golf tournament, a swimming exhibition, motion pictures, dancing, a tennis tournament, and a tour of nearby Williamsburg by members' wives.

Joseph Katz, of the Joseph Katz Co., Baltimore, is chairman of the entertainment committee. Bruce Brewer, of Bruce B. Brewer & Co., Kansas City, is in charge of sports events. Otto Kleppner, Kleppner Co., New York, will handle cocktail party arrangements. Mrs. J. C. Cornelius heads the committee on entertainment for ladies, aided by Mrs. Thomas D'A. Brophy and Mrs. Clarence Goshorn.

3 on AAAA Staff Are Named VP's

Turnbull, Scheidker, Beckjorden Promoted by Association

AMERICAN Assn. of Advertising Agencies last week named the following as vice presidents: Richard L. Scheidker, to handle public relations, creative services, and commission and cash discount activities for the AAAA; Herald Beckjorden, in charge of media operations, radio production and research, and Richard Turnbull, agency administration and mechanical production. All three are former asistant executive secretaries of the association.

Mr. Beckjorden has been in the advertising agency field for 15 years, beginning with financial advertising in the Midwest. He transferred to New York in 1932 and in 1944 was added to the AAAA staff.

Before joining AAAA in 1946, Mr. Scheidker served a four-year term in the Navy, emerging as a lieutenant-commander. Previously he had been vice president and director of the Anfenger Advertising Agency, St. Louis.

Mr. Turnbull joined the AAAA in 1926 as assistant treasurer and since 1945 has been assistant executive secretary.

AFM and Recorders Still Stalemated

NBC-RCA Cutdown Is Believed Due to Union's Ban

THE AMERICAN FEDERATION of Musicians' ban against performances for records or transcriptions went into its fourth month last week, and there were no indications of early reconsideration of the union policy.

The last official word from James C. Petrillo, AFM president, on the subject came three weeks ago when he reiterated his statement that "we're through recording." A query to his office last week was answered with a similar remark.

Major recording companies were continuing to issue new releases pressed from master records cut before the work stoppage which began at midnight last Dec. 31. The large companies were understood to have accumulated enough masters to provide new releases for at least a year, and, it was believed, none is particularly eager to resolve the AFM situation until the backlogs, amassed at considerable expense, may be diminished.

Meanwhile, an official announcement from NBC and RCA last week confirmed a report in BROADCASTING March 15 that NBC's radio recording division activities had been drastically curtailed.

Effective April 1 RCA Victor assumed selling and servicing activities formerly performed by NBC including the processing of masters and the manufacture of pressings from masters recorded for clients by NBC. RCA also took over processing and pressing service for all transcriptions, slide film and phonograph records.

NBC continues to take care of programming and marketing of the NBC Thesaurus, and to provide programming service to advertising agencies and clients. NBC recording facilities were made available in New York, Washington, Cleveland, Chicago, Denver, San Francisco and Hollywood. RCA Victor will maintain sales service offices in New York, Chicago and Hollwood.

The move, which resulted in severe reduction of the NBC radio recording staff, was said to have been an economy measure taken at least in part because of the musicians' ban against recordings.

Quits FMA Post

LEONARD L. ASCH, president and general manager of WBCA Schenectady, N. Y., has submitted his resignation as a member of the FM Assn. board of directors to President Everett L. Dillard, WASH Washington. Resignation was effective April 1. Mr. Asch said he is associated with W. R. David, General Electric Co., also an FM director, in business enterprises and felt two members of the same firm should not be on the board. Mr. David leaves GE April 1.

1868 Burridge Davenal Butler 1948

BURRIDGE D. BUTLER, who disproved the often-expounded theory that radio is a "young man's game," died March 30 at his winter home in Phoenix after a brief illness. He had observed his eightieth birthday on Feb. 5.

In 1926, at 58, Mr. Butler purchased WLS Chicago. It soon became preeminent among stations devoted to farm and rural service. Afterward he acquired control of KOY Phoenix and KTUC Tucson. The stations were operated in conjunction with the *Prairie Farmer*, published in Chicago, and the *Arizona Farmer*.

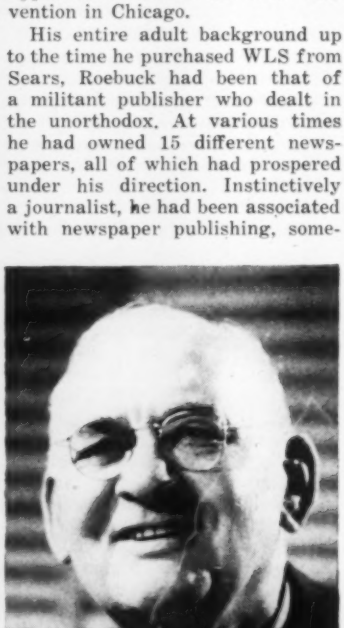
Mr. Butler's death came suddenly. He was strolling in a citrus grove adjacent to his home March 23. He lost balance and fell backwards to the ground. Rushed to St. Monica's Hospital in Phoenix 12 miles away, he died a week later, from complications.

Services in Phoenix

Funeral services were held Friday afternoon in Phoenix. At the behest of his widow, his body was cremated, the ashes to be returned to Chicago for further services. Dr. John W. Holland, staff pastor of WLS, delivered the eulogy. Mr. Butler left no other survivors.

A giant of a man, Mr. Butler had been a familiar figure at NAB sessions for many years. His last appearance was at the 1946 convention in Chicago.

His entire adult background up to the time he purchased WLS from Sears, Roebuck had been that of a militant publisher who dealt in the unorthodox. At various times he had owned 15 different newspapers, all of which had prospered under his direction. Instinctively a journalist, he had been associated with newspaper publishing, sometimes as reporter, more often as publisher and owner, at Grand Rapids, St. Paul, Minneapolis, Kansas City, Omaha, Des Moines and finally Chicago and Phoenix. One of his early assignments was coverage of the Johnstown flood, which he reported for the Associated Press.



Mr. BUTLER

At 40, Burridge Butler had planned to retire and devote his time to travel and writing. But he bought the *Prairie Farmer* in 1909 and from that day on never forsook the typewriter or the microphone.

When radio came along, he seized upon it with the conviction that a broadcasting station could do much for the farmers and would be an ideal companion for his farm publishing activities.

Few people knew about Burridge Butler's philanthropies. He had financed many boys and girls through school. During the first World War, he was Illinois state director of the U. S. Working Boys Reserve. He served as a trustee of Blackburn U., a self-help school for boys and girls, which he had heavily endowed. He was a member of the National Council, Boy Scouts of America.

Born in Louisville

Burridge Davenal Butler was the son, grandson and great-grandson of clergymen. He was born in Louisville Feb. 5, 1868. He left home in his 'teens, after attending public schools. Successively, he sold papers, became a streetcar conductor and worked as a rodman in a steel rolling mill.

Mr. Butler's first wife, the former Winifred Whitfield of Grand Rapids, died in 1904. He married Ina Hamilton Busey in 1906.

A man of many hobbies aside from his philanthropies, Mr. Butler was a member of the Chicago Historical Society, the Art Institute, Chicago, and Field Museum, Chicago. His pet agricultural hobby was growing of cactuses and in other years he roamed the deserts contiguous to his ranch and sometimes into Mexico and California to gather the many species of that plant. He owned an extensive art collection as well as an experimental farm. He maintained two homes, in Hinsdale, near Chicago, and in Phoenix. He attended the Christian Disciples Church.

KNX-FM Starts

KNX-FM, Hollywood outlet of CBS, started operations March 30 with six-hour daily schedule, 3-9 p.m. Station is duplicating its AM program schedule. KNX-FM is assigned Channel 226 (93.1 mc). Effective radiated power authorized under construction permit is 297 kw.

'Electronic Brain' For Fax Operation

'Miami Herald' Starts Using New Device It Developed

AUTOMATIC facsimile publishing was launched by the *Miami Herald* on April 1, and on the same date the *Herald* increased its daily facsimile editions from two to four. John S. Knight, editor of the paper, who made the announcement, said the *Herald* had developed and manufactured an "electronic brain" which, in combination with a timing device, "turns the facsimile receiver on, makes it talk, prints stories or pictures and turns the set off to remain silent between editions."

The facsimile editions, presented daily at 9:45 a.m., 12:30 p.m., 3 p.m. and 5 p.m., are broadcast over the *Herald's* FM station, WQAM-FM, and include AP news and photos and local news and photos. More editions are to be added later, Mr. Knight said, and arrangements have been made so that if emergency news breaks extra receivers owned by the *Herald* will be made available on a lease basis at $85 a month.

Designed by Gulick

The automatic receivers are located in Miami hotels and in the lobby of the city's public utility company.

The "electronic brain" was designed and constructed by Marion Gulick, *Herald* facsimile engineer, Mr. Knight said. The *Herald* embarked on research to simplify receiver operation, he added, after field tests indicated that the original equipment made by General Electric had too many gadgets for customers.

The *Herald* began sending two facsimile editions daily last Dec. 16, and this schedule was continued until the new automatic operation was launched April 1.

Georgia Institute To Begin Tomorrow

Miller, Reinsch Slated to Speak At Annual Affair

THIRD ANNUAL Radio Institute of the Georgia Assn. of Broadcasters opens tomorrow (April 6) at the U. of Georgia in Athens.

Extensive two-day agenda has been set up with such speakers as NAB President Justin Miller; J. Leonard Reinsch, radio adviser to President Truman; Robert Swezey, MBS vice president and general manager; Paul Porter, former FCC chairman; Roy Harlow of BMI; Macon Reed Jr., MBS Washington news staff; Harold Fair, director of NAB Program Dept., and Lee Hart, asst. director of broadcast advertising, NAB.

Last year the Institute attracted over 100 representatives from 22 Georgia stations and this year the committee has set a goal of 200.

TV CLINIC

250 Attend New York Sessions of CBS

NOW IS THE TIME to get into television, CBS President Frank Stanton told some 250 owners and top management executives of CBS affiliated stations attending a one-day television clinic at New York's Waldorf-Astoria Hotel last Wednesday.

Declaring that television's meteoric progress is destined to equal if not surpass the outstanding success story of sound broadcasting, Mr. Stanton said:

"Every index of television is on the high upswing. There are about ten times as many receivers in use today as there were a year ago. Twenty-two stations are now on the air; 74 have filed for construction permits and 177 applications are awaiting action of the FCC. Permits for every one of the 400 stations which will be permitted to operate in the country's 140 metropolitan areas will be assigned before the end of the year. Advertisers in, and revenue from, television are moving upward at a fast rate."

Stating that "CBS feels there can be no half-way measures in building a network," Mr. Stanton said the network is "driving under full power to the top." He pointed out that wherever television stations go on the air they have captured the public imagination. Television, he declared, "has already begun changing the family habits of America. It is still too early to predict its full impact, but it is certain at least to repeat the accelerated growth curve of radio."

Mr. Lodge

William B. Lodge, director of general engineering for CBS, told the meeting that 100 to 120 video stations will be broadcasting by the end of 1949. He described the amount and cost of equipment needed for television operation, from the small satellite station which originates none of its own programs, depending entirely on network service, to the full-fledged metropolitan station with studios, mobile units and complete equipment. He said it is impossible to say at this time what the smallest population area is that can support a video station.

The kind of program service CBS video affiliates may expect from the network was described by Adrian Murphy, vice president and general executive of CBS, who listed the April 1 telecast of the Paumonok Handicap from Jamaica to start a full video racing season; the April 6 pickup of the cast and highlights of "Mr. Roberts" to launch a weekly series of visits to the current Broadway successes; the April 7 pickup of the circus opening at Madison Square Garden; plus other remote and studio programs, including TV duplication of many CBS sound broadcasting shows.

George Moskovics, commercial manager of WCBS-TV New York, reported survey findings in the New York area showing 25% of video set owners in the top income brackets, 50% in the next highest, 23% in the third level and only 2% in the lowest income group. The average video family is 10% larger than the average aural radio family, he said, with the average owner of a television set having friends in to see television three times a week and averaging 17 hours of viewing time.

Mr. Moskovics

Pointing out that television "reaches the whole purchasing board of a family at one time with messages all can understand and remember," Mr. Moskovics said that television will aid in "the giant-size selling job required to move the 150 billion dollars worth of merchandise which will be produced by the nation this year." Advertisers using television, he said, have increased from 30 in January 1947 to 210 in February 1948. Their use of time also has increased, he reported, citing 159 advertisers using 205 video periods in November, compared with 210 advertisers sponsoring 375 periods in February.

Other speakers representing the network at the one-day video clinic included William C. Gittinger, vice president in charge of network sales, who predicted that AM and TV will complement each other rather than compete; Herbert V. Akerberg, vice president in charge of station relations; Leonard Hole, associate director of television; Lawrence W. Lowman, vice president in charge of television. Mr. Lowman invited those attending the clinic to visit the WCBS-TV facilities in Grand Central Terminal Bldg., where new studios are now under construction.

Edward R. Murrow, CBS news analyst, spoke on world affairs during the luncheon period, when the group also watched a CBS video program, *Missus Goes a-Shopping*, telecast from a supermarket in a New York suburb and received on video sets in the dining room. In a demonstration of remote pickup techniques, cameras were trained on the guests, who were able to watch themselves on the receivers viewing screens.

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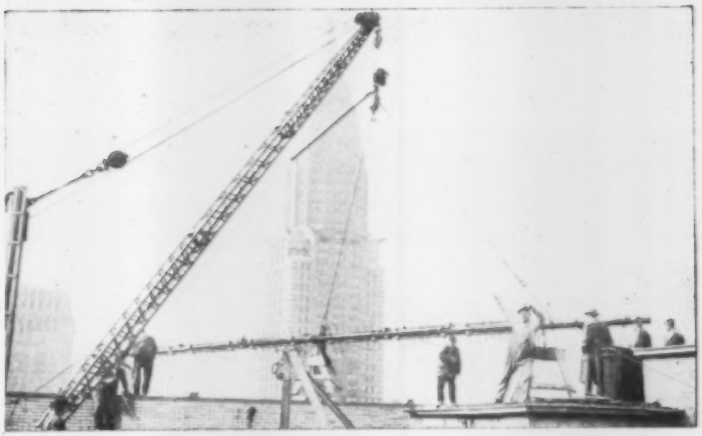


TELEVISION stopped traffic in mid-town New York last week when not-so-blase Manhattanites paused to gape as a six-bay super turnstile RCA television antenna was hoisted to the roof of the 36-floor, Daily News Bldg., where it will be installed for WPIX, "New York Daily News" video station. First installation of this new antenna —TF6A—in New York, the WPIX bat-wing will soar 754 feet above the street. It and the transmitter are scheduled to be completed in May, and WPIX is due to go on the air June 15.

Algeo to Join ABC

LARRY ALGEO, veteran video director and producer at WRGB Schenectady, will leave there to join ABC April 15 as eastern program manager of the network's television division.

WGN-TV Given Big Sendoff by 'Trib'

Chicago Daily Publishes 40-page Sunday Television Supplement

PREPARATORY to launching of WGN-TV Chicago today (April 5), Chicagoans were greeted over the weekend with a special 40-page Sunday television supplement designed to launch the *Chicago Tribune's* video outlet in a printed blaze of glory.

Prominently displayed were articles based on interviews with Wayne Coy, FCC chairman; J. R. Poppele, president of Television Broadcasters Assn. and MBS director; Gov. Dwight Green of Illinois, and Mayor Martin H. Kennely of Chicago. A signed article by Frank P. Schreiber, general manager of WGN Inc., and a two-column spread by Larry Wolters, *Tribune* radio editor, telling of initial programming operations tonight at 7, also are featured.

Mr. Coy foresaw television "as an unrivaled medium for spreading cultural and educational understanding" among the American people and hailed the Midwest as a growing force in the billion-dollar industry.

Mr. Poppele, interviewed in New York, urged readers to buy TV receivers now rather than wait for further developments. Present sets would not be obsolete within 10 years, he said, pointing out that he has had a receiver since 1938.

Another highlight of the special section is a glossary of video terms for the layman. Cartoons, brief biographies of WGN-TV personnel, short items and numerous feature articles make up the supplement, which also includes dealer advertising.

Radiorama

LADIES' DINING room of the N. Y. Ad Club is opened as Mary Margaret McBride, WNBC New York commentator, cuts ribbon. Eugene Thomas (l), club president, and Charles C. Greene, managing director, supervise cutting.

HUCK FINNS are (l) James A. Noe, former governor, owner of WNOE New Orleans and KNOE Monroe, La., and Gen. Clair Chennault. The general caught the fish aboard "Noe's Ark."

HOWARD CLOTHES sponsors boxing on WABD (TV) New York. Seated (l to r): John McNeil, DuMont commercial manager; Samual Sennet, Howard president; LeGrand L. Redfield, Redfield-Johnstone, agency. Standing, Irving M. Cohon, Howard adv. manager; Samual Kappel, Howard board chairman; Angus Machintosh, WABD.

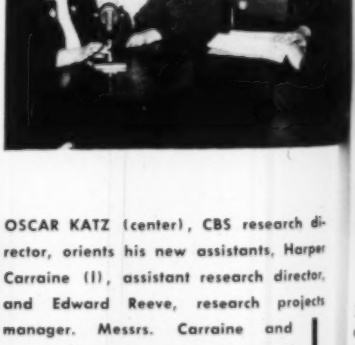
WWJ-TV DETROIT and Goebel Brewing Co. put Tigers on TV again. L to r: Charles Carey, Goebel v p; Edwin Anderson, Goebel president; Leonard Kamins, Brooke, Smith, French & Dorrance; Ty Tyson, WWJ-TV sportscaster; Williard Walbridge, WWJ-TV sales manager.

NEW FILM processing machine is examined by J. R. Duncan (kneeling), Crosely acting TV director, and Chester Herman, WLWT(TV) Cincinnati program director.

TARGET at Franklin County Sportsmen Show is Allen Saunders, WCHA Chambersburg, Pa. announcer. Archer Chuck Wolfram watches complacently. Station was a sponsor of show.

VARIETY co-op, "The Happy Gang," goes Mutual. Seated, l to r: Bert Pearl, star; Phillips Carlin, MBS program v p; (standing) Garry Carter, whose firm holds U. S. rights to series; Charles Michelson, director, Garry Carter Inc.; Bert Hauser, MBS co-op sales manager.

KELLOGG's Corn Flakes' 50th anniversary is celebrated by (l to r) Fanny Johnson, original "Sweetheart of the Corn"; Mary Barber, Kellogg's home economics director; Dr. Willis Dunbar, WKZO Kalamazoo.



"MERCHANDISE" is inspected by store co-owners, Herb Hollister (r), KBOL Boulder, Col. licensee, and Jim Yeager, ex-U. of Col. coach.

OSCAR KATZ (center), CBS research director, orients his new assistants, Harper Carraine (l), assistant research director, and Edward Reeve, research projects manager. Messrs. Carraine and Reeves joined the research department in 1938 and 1939, respectively.

AM DUPLICATION

NBC, CBS FM Rules Given to FCC

NBC and CBS last week explained to the FCC their rules governing duplication of AM network programs on FM stations.

In a brief paragraph, CBS recited the "equal treatment" policy governing duplication. The policy was outlined in a letter by Julius F. Brauner, secretary and general attorney, in response to an FCC request to all networks [see MBS and ABC policies in BROADCASTING, March 22].

Mr. Brauner said that CBS on Jan. 29 had advised its affiliates as follows:

. . . beginning Feb. 1, without cost to affiliates or charge to our advertisers, all CBS commercial programs which affiliates carry on AM (with the exception of those programs as to which you have been advised agencies have requested no duplication on FM), and sustaining programs as well, will be made available to our affiliates' FM stations, it being understood that in fairness to network clients all such commercial CBS programs receive equal treatment during your hours of FM operations . . .

Mr. Brauner added that the network has not yet formulated policies on non-affiliated FM stations in communities where there are no AM affiliates, or in communities where its regular affiliate does not carry the program on FM but another FM station might desire so to do, pointing to the complexity of the problems.

NBC Regulations

Frank E. Mullen, NBC executive vice president, informed the Commission the network's affiliates may duplicate over their FM facilities, but must carry the programs in the same form as when broadcast over AM, without deletions, additions or modifications. He cited provisions of the interim agreement with American Federation of Musicians that no charge would be made for duplication.

If an NBC affiliate duplicates one commercial program it must duplicate all, within the hours of its FM operations, Mr. Mullen wrote. He said the requirement is essential "to avoid unfair discrimination as between advertisers." No such requirement is made in the case of sustaining programs, he told the FCC.

As to non-affiliated FM stations, he wrote:

Application for affiliation from an FM station in a community where NBC has no AM affiliate would be treated on the basis of the same considerations as an application for affiliation by an AM station in the community. Requests from such an FM station to carry an occasional network program would also be considered on the same basis as similar requests from a non-affiliated AM station.

As to non-affiliated FM stations in communities where NBC has an AM station which does not duplicate on FM, Mr. Mullen said NBC has not reached the point of providing for FM broadcasting through separate FM affiliation contracts. He reminded that NBC's standard AM contracts provide that it will first offer its AM affiliate a chance to enter an agreement for any FM station it owns in the community. He said this policy envisioned a separate system of FM network affiliation to parallel the present AM network.

Future Policy

NBC hopes all its affiliates some day will broadcast the network's programs over FM facilities, he told the FCC. If this objective is not attained, then the network will be in position to frame a policy based on its experience.

MBS and ABC had told the FCC they permit affiliates to duplicate on FM. ABC specifies that if any program is duplicated, all must be carried within the FM station's operating hours, whether the programs are commercial or sustaining. MBS said it had a similar requirement applying only to commercial programs.

UN Gives Dorothy Lewis Radio Coordinating Post

THE APPOINTMENT of Dorothy Lewis as coordinator of women's broadcasts by the United Nations Dept. of Public Information, following her resignation from NAB two months ago, was announced last week.

Mrs. Lewis

Active in women's organizations and the radio industry for many years, Mrs. Lewis joined NAB in 1942, and was serving as coordinator of listener activities at the time she resigned. She founded and helped build the Assn. of Women Broadcasters, of which she is a lifetime vice president, and also instigated the formation of radio councils throughout the country.

Her new appointment was effective March 29.

TV AND FM PROMOTION HEAD RMA AGENDA

TELEVISION and FM promotion activities, along with the "Radio-in-Every-Room" and National Radio Week plans, head the agenda of the Radio Manufacturers Assn. board meeting to be held April 8-9 at the Royal York Hotel, Toronto, Ont.

RMA's board and officers will meet for the fifth time with the Canadian RMA. Last year the U. S. group was host at Atlantic City. Max F. Balcom, U. S. RMA president, will preside at the opening session April 8, with the Canadians as guests. Friday morning S. L. Capell, Canadian RMA head, will preside.

Two luncheons and a dinner are on the program. U. S. RMA topics will include reports of its divisions, including those covering sets, parts, tubes, transmitters, amplifiers and sound equipment.

NEW AND FORMER presidents of the Radio Pioneers organization are Edgar Kobak (l), president of Mutual, and Mark Woods, ABC president. Mr. Woods turned over the reins to Mr. Kobak at a dinner meeting last Thursday at the Waldorf-Astoria Hotel, New York. The Radio Pioneers, comprising a membership of those with 20 or more years direct association with the industry, discussed expansion plans at last week's sessions.

REAM LAUDS TV

May Become Cheapest Of Media, He Says

"TELEVISION is expensive, but from the advertisers' point of view, it may well be the cheapest of all media," Joseph H. Ream, executive vice president of CBS, said April 1 in an address before the Chicago Federated Advertising Club.

"Some people have said that television is the greatest advertising medium ever created by the genius of man," Mr. Ream stated. "I think this is true, but I prefer to think of it as the greatest sales tool. This is because television is able to do something which none of the other great advertising media can do—it can actually demonstrate the product to the customer."

Mr. Ream

"It has been estimated that the cost of demonstrating an automobile to 1,000 prospects is $5,000—$5 a demonstration," Mr. Ream continued. "The demonstration of a home appliance in a house-to-house canvass can sometimes be done for as little as 50c per demonstration. A demonstration of a kitchen product by a girl in a store will sometimes cost no more than 10c a person. Yet today on television the demonstration of a product can be projected into the home before the eyes of the family group at a cost of only 3½c.

"This cost has been calculated on the basis of an average evening program in New York City over our television station WCBS-TV, enjoying only the average rating among the 150,000 television homes in that market. It is obvious that this cost of 3½c, which even now is substantially lower than that for any competing demonstration method, will be reduced several times over as the number of television sets expands and as the program, with the demonstration, is carried to other cities through network services."

Says Clients 'Amazed'

Even where the demonstration technique is not used, seeing the product while it is described "is creating effective demand which continues to amaze our clients," Mr. Ream said. He cited a Ford commercial shown during the telecast of a Brooklyn Dodgers ball game last sumer. The filmed commercial showing Ford trucks in action, Mr. Ream said, was seen by the president of a New York trucking company who thereupon ordered his first Ford truck, writing the sponsor, "I purchased my first Ford because your program convinced me you made a good car."

Mr. Ream also reported that a demonstration of a Lionel toy train televised by WCBS-TV New York produced more than 600 inquiries and 300 sales leads for that company. His final example was the use of video spots preceding sports telecasts to secure outlets for Pepcorn Chips, new food product which had found printed advertising ineffective in expanding distribution. "In three weeks the company had 2,750 new outlets and it credits this success to the eye-catching sales impact of television," Mr. Ream said.

WLWT and WTVR Contract NBC TV

Cincinnati and Richmond, Va., Raise Total to Three

WLWT Cincinnati and WTVR Richmond become the second and third affiliates of NBC's television network under contracts signed last week. NBC's first video affiliation contract with KSTP-TV St. Paul-Minneapolis was signed March 17 [BROADCASTING, March 22].

James G. Shouse, president, Crosley Broadcasting Corp., signed for WLWT, video associate of WLW Cincinnati, pioneer NBC affiliate. WLWT began commercial operation Feb. 15 after a period of experimental telecasting as W8XCT.

Shows on Film

The network programs will be recorded on Kinescope film and sent to Cincinnati. Many will be scheduled within 24 hours of their telecasting in New York, according to Mr. Shouse.

Contract for WTVR was negotiated by Wilbur M. Havens, president, Havens & Martin, operator of WTVR and its AM associate WMBG Richmond, which is also an NBC affiliate. Both contracts were signed for NBC by Frank E. Mullen, executive vice president of the network.

WTVR test paterns are now on the air daily. During the "shakedown" period, a regular test pattern will be broadcast 3-5 p.m., Monday-Friday. WTVR plans formal operation about June 1.

STREAM OF FIRSTS

Three Networks 'Leak' Word Of Television 'Firsts'

EACH SUCCESSIVE mail delivery fortnight ago brought to the New York Bureau of BROADCASTING fresh news of titantic television feats by the networks, each in turn a historic milestone calculated to stun the opposition.

Diffident NBC lit the fuse with an announcement of "the first station affiliation contract in the history of television"—the signing of KSTP-TV St. Paul-Minneapolis as an NBC video affiliate effective March 17 [BROADCASTING, March 22].

ABC, breathless but not quite wordless, on March 22 permitted the word to seep around that WFIL-TV Philadelphia had been linked as ABC's first television affiliate, thus becoming "the first independently-owned television station to sign a two-year contract as an affiliate of a national network."

On March 25, a terse CBS communique disclosed that the "first *actual* television network affiliation contract in the history of American broadcasting was signed today by WCAU-TV Philadelphia, and the Columbia Broadcasting System's television network."

CENSORSHIP

Radio-Press Advisory Body Is Suggested

CREATION of a radio and press body to serve in an advisory capacity to Defense Secretary James V. Forrestal is under way following rejection of the Forrestal Plan for voluntary peacetime radio and press censorship by a press media committee March 29.

Representatives of radio, press and motion picture interests comprising the committee made it clear in a resolution presented to Secretary Forrestal that any system bearing even the slightest resemblance to censorship to prevent security "leaks" would be unacceptable [BROADCASTING, March 29].

"We do not believe," the resolution advised, "that any type of censorship in peacetime is workable or desirable in the public interest."

The commitee did recognize the existence of a national security problem in the protection of necessary military secrecy in the fields of scientific research and development of new military weapons.

A wise solution would be the responsibility of the National Military Establishment, the committee suggested, but it acknowledged that this responsibility should be shared to some degree by all media of public information. The resolution recommended that nine representatives of 14 radio, press, and movie organizations be designated by the defense chief as a Security Advisory Council.

"We recommend," the resolution stated, "that these organizations respond and that the council be available to the Secretary for advice and discussion of the security problem from the viewpoint of the press, the radio and the moving picture industry. Establishment of such continuing liaison, we believe, will be mutually helpful to the information media represented and to the Secretary of Defense."

The Security Advisory Council would consist of a representative of the NAB, National Assn. of Magazine Publishers, American Society of Newspaper Editors, American Book Publishers Council Inc., Motion Picture Assn., American Newspaper Publishers Assn., National Council of Business Paper Editors, one representative of the three press associations and one representative of the networks.

Capt. Robert Berry, aide to Secretary Forrestal, told BROADCASTING March 31 that letters had been sent to the organizations inviting them to appoint representatives to serve on such a council.

It is believed that Justin Miller, NAB president, would be selected to represent the networks and radio interests.

Secretary Forrestal asked radio and other representatives at a meeting March 3 to advise him on preventing "information which might endanger the United States from being given away to any potential enemy."

A subcommittee, headed by B. J. McKelway, editor of *The Evening Star*, Washington, subsequently wrote the resolution unanimously adopted by the full committee.

Stations to Get Copies

Mr. Miller, a member of the McKelway subcommittee, announced that the full report and resolution would be transmitted to the 2,024 stations, networks and associate members comprising the NAB membership and would be reprinted in the weekly *NAB Reports*.

Five other radio figures were members of the committee voting on the resolution. They were W. R. McAndrew, assistant to vice president of NBC, Washington; Louis G. Caldwell, Washington attorney

(Continued on page 81)

WMAR-TV Third CBS TV Affiliate

Three-Station Network Includes Also WCBS-TV and WCAU-TV

SIGNING of *The Baltimore Sun* television station, WMAR-TV, as the third outlet in the CBS video network was announced March 29 by CBS. Other members of the network are WCBS-TV New York and WCAU-TV Philadelphia.

Mr. Jett

Agreement on the WMAR-TV affiliation was reached between Neil H. Swanson and E. K. Jett, representing the Baltimore *Sunpapers*, and Herbert V. Akerberg and Lawrence W. Lowman for CBS-TV. Mr. Swanson is vice president and executive editor of the *Sunpapers;* Mr. Jett, former member of FCC, is vice president and director of the radio division of the *Sunpapers*.

On Air Since October

WMAR-TV, on Channel 2 with aural power of 9 kw and visual power of 17.1 kw, has been broadcasting since October 1947. It operates seven days a week. Station's feeds to the CBS video network are to include coverage of the Pimlico race meeting, highlighted by the Dixie Handicap May 8, and the Preakness May 15.

Terms of the contract were not divulged. It is understood, however, that for the present the pioneer Baltimore outlet also will continue to telecast selected programs of both ABC and DuMont. Since last October WMAR-TV has telecast more than 1,000 hours—a substantial portion of them locally originated.

DEFENSE

Communications Phase Progressing Rapidly

VISIBLY JITTERY from its cold-war fever, America moved steadily ahead in assembling its national defense system's foundation, which will rely heavily on the radio industry for strength and support.

Spectacular activities on Capitol Hill tended to overshadow organization operations in the civilian defense system. But government officials attached to these preparations as much importance as efforts to secure a draft, universal military training, additional funds for atomic development and the European Recovery Program and to strengthen the armed forces.

Return to Pentagon

Accelerated formation efforts were in evidence at offices of the National Security Resources Board. Recalled and back in the harness at the Pentagon Building are two experts who held key civilian communications posts during World War II.

Leighton H. Peebles, World War II director of the Communications Division of the War Production Board, was sworn in as special assistant to NSRB Chairman Arthur M. Hill on March 24 and is acting as consultant on Communications matters [BROADCASTING, March 29].

Mr. Peebles

Mr. Peebles, who was formerly an active member in the Institute of Electrical Engineers and American Institute of Electrical Engineers, also served under General MacArthur's Occupation Administration as Administrator of Civilian Communications.

Official confirmation of his appointment as director of the vital NSRB Communications Division, is expected at a later date. A group of assistants will be named to work with him on matters including broadcasting and mobile radio, it is reliably reported. An advisory committee from the radio industry will be formed to counsel Mr. Peebles.

Other Appointments

Edward Falck, consulting engineer in Washington, D. C., has been appointed principal consultant and advisor to Chairman Hill in the fields of power, gas and water.

Mr. Falck was director of the Civilian Production Administration, Office of Emergency Controls, in 1946. He entered war-time government service in 1941 as con-

(Continued on page 77)

Signs of the times?

Some time ago everybody bid for that porker. He was a bargain at $30.50 per hundredweight. Then all of a sudden nobody wanted him at $22.25 per hundred pounds.

Fortunately, the makers of packaged, branded goods aren't exposed to such fluctuation in prices to the same degree.

But they sure are wide open for sniping by the opposition. Today the battle for brands is on in full sway.

Down here is the country's 6th largest city, if you use radio, there's a way to keep your brand on top and selling.

Use W-I-T-H. That's the hard-working sales station that has become one of the most successful independents in the country.

In this big city, W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

Smart time buyers know this . . . they've been using W-I-T-H as the backbone of their schedules. W-I-T-H pays off with low-cost sales.

Try it...chances are you'll like the action it gives you.

W-I-T-H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

Program Sells Self

KLZ Denver has found that one of the most effective ways to sell radio advertising is to advertise on the radio. This sales technique was forcefully and successfully demonstrated by KLZ recently when it used the commercial time of the first week's sustaining appearance of *It Pays to Be Ignorant* to tell local merchants that the program was available for local sponsorship. The next morning J. Clint Bowman, president of the Rocky Mountain area's Merchants Biscuit Co., called Jack Tipton, KLZ salesman, to claim an option on the Howard Shelton and company show. Before the next show was presented, the biscuit company had contracted for a 52 week's sponsorship of it.

ELIMINATE STA'S

FCC Orders May Oral Argument

ORAL ARGUMENT was ordered by FCC last week for May 7 on the Commission's proposal to abolish granting of special temporary authorizations to AM stations. A number of objections to the proposed change have been received.

Many of the parties which have filed comment on the matter take issue with the Commission's stand that the increasing number of operating FM stations now makes the issuance of STA's unnecessary, particularly in view of the crowded condition of the AM band. Objectors contend that in the small town areas, where STA's are more often sought, FM stations have yet to begin broadcasting. Further it is noted that the public in these areas own relatively few FM receivers.

The broadcasters on the whole emphasize the loss to listeners of vital, local special event-public service programs.

STA's as a rule have been granted by the Commission to daytime-only stations for broadcast in evening hours of important local public events such as high school athletic contests. The stations usually operate on considerably reduced power for these night programs to protect other stations regularly licensed for night operation and entitled to protection, it was indicated.

Asks Postponement

WNYC, New York City-owned outlet (830 kc 1 kw, limited to WCCO Minneapolis), asks that proposed change be postponed at least until the proportion of FM receivers in New York is sufficient to make the effective use of FM facilities comparable to AM. WNYC estimates that only 3% of New York's set owners have FM.

Postponement likewise is asked by WMRO Aurora, Ill. (1280 kc, 250 w day) for a six-month period. WMRO says Aurora's only FM outlet, WBNU, assigned to The Copley Press Inc., is not yet operating and a small minority of FM receivers exist in the area.

Andrew G. Haley, Washington radio attorney, in behalf of his own KAGH Pasadena, Calif. (1300 kc, 1 kw day) and several other broadcasters, also notes the relatively few operating FM stations and small percentage of receivers in the public's hands. His brief also represents WBEL Beloit, Wis.; WBET Brockton, Mass.; WNOW York, Pa.; KMMJ Grand Island, Neb.; WEEB Southern Pines, N. C.; WSFT Thomaston, Ga.; WAUX Waukesha, Wis.; KWBB Wichita, Kan.; and San Gabriel Valley Broadcasting Co., San Gabriel, Calif., permittee. Most are daytime only stations and some have FM authorizations not yet on the air.

WPFB Middletown, Ohio (910 kc, 1 kw day), cites its STA experience and need for special event privileges. WIL Urbana, Ill., U. of Illinois outlet assigned 5 kw day on 580 kc, and WOI Ames, Iowa, Iowa State College station, assigned 5 kw day on 640 kc, emphasize educational factors involved as well as need for STA's for special athletic events. WKAR East Lansing, Mich. (870 kc, 5 kw day), Michigan State College station, takes like view and believes door should not be completely closed.

Harry J. Daly, Washington attorney, cites the small community need as one reason why STA's should be given more liberally. He urges that more Class IV local stations be assigned.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

Consider— Then Contact JOHN E. PEARSON CO.

McCONNELL ELECTED INDIANA GROUP HEAD

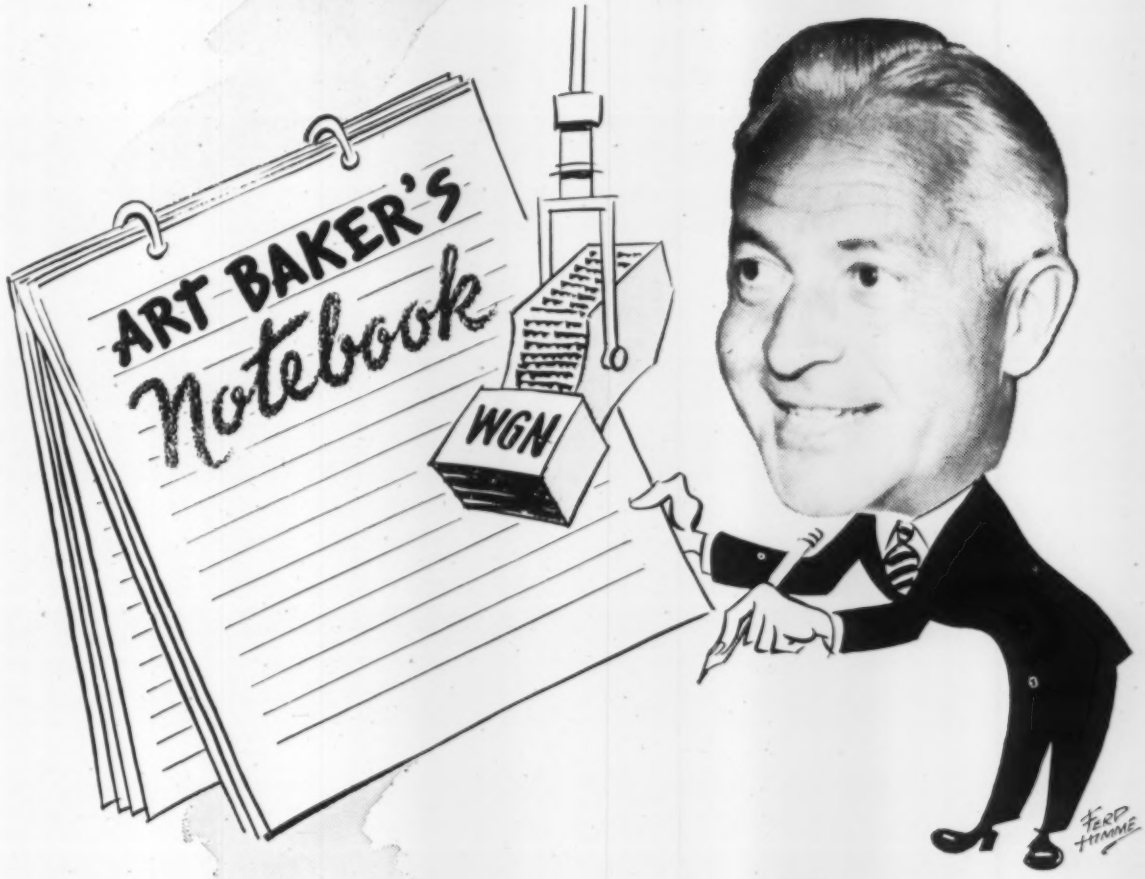
PRESIDENT of the Indiana Assn. of Broadcasters for the coming year is C. Bruce McConnell, president of WHOT South Bend and WHBU Anderson and Eighth District director of the NAB. Mr. McConnell, with the following other officers, was elected at a meeting of the association in Indianapolis March 26:

Mr. McConnell

Gerald F. Albright, WKBV Richmond, vice president; Warren G. Davis, WSUA Bloomington, secretary; William F. Rippetoe, WBOW Terre Haute, treasurer, and Dan Park, WIRE Indianapolis, executive secretary.

Plans were discussed for dedication of the new radio center to be opened this year at the Indiana State Fair. Next meeting of the association will be held in June.

A Coast-to-Coast Favorite
COMES TO CHICAGO!



THIS story-telling, humorous philosopher of the air waves from Los Angeles, California to Ithaca, New York, is now being heard in Chicago with his new show, featuring live participations, over WGN from 3:30-4:00 PM Monday thru Friday.

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

Taft Next on CBS Presidential Show

THE CBS OFFER of free air time to seven Presidential aspirants brought three acceptances, one tentative acceptance and one refusal as of April 1.

President Truman declined an invitation to appear on the network's Wednesday night *Presidential Timber* series, according to a CBS spokesman, saying he was unable to accept further speaking engagements due to the press of official duties.

Harold Stassen inaugurated the series March 31, 10:30-10:45. Sen. Robert Taft (R-Ohio) is slated to speak this Wednesday April 7. Henry Wallace will air his views on April 21 or April 28. Gov. Earl Warren of California is set tentatively for April 14.

Replies have not yet been received from Gov. Thomas Dewey of New York and Gen. Douglas MacArthur, CBS said.

Gov. Dewey also is scheduled to make a political address over ABC on Thursday, April 8, 9:30-10 p.m.

'Times' Spot Drive

AN INTENSIVE spot campaign, believed to be the first sponsored by the *New York Times* to plug an editorial feature, is scheduled to start April 12 on five New York stations. One-minute spots and station breaks will be heard, mostly in the morning, on WOR WJZ WHN WNEW and the *Times* outlet, WQXR. Campaign, to run two weeks, will promote publication of Winston Churchill's war memoirs beginning April 16. Advertising was placed by St. Georges & Keyes, agency for the *Times*.

FM THREAT

DEATH KNELL for FM broadcasting may develop from the present network policies on FM-AM duplication, David G. Taft, manager of WCTS (FM) Cincinnati (affiliate of WKRC) and a director of FM Assn., declared in an official protest to J. N. (Bill) Bailey, FMA executive director.

If continued, the present policy "would relegate FM to a very secondary role and would probably mean that in time it would die out completely," Mr. Taft wrote.

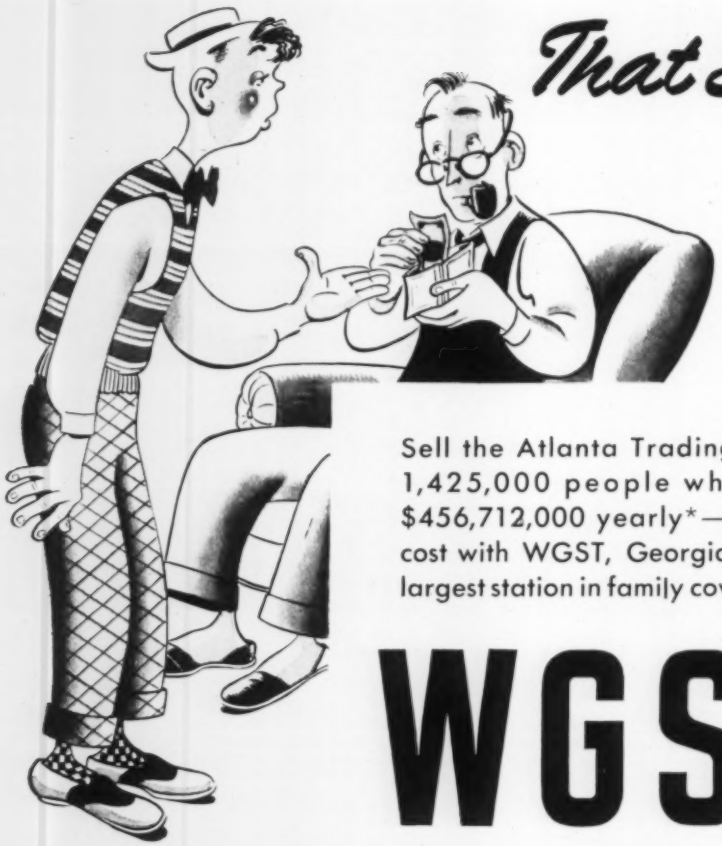
The network requirement that FM stations carry all or none of their commercial musical programs and only sustainers also broadcast over their AM transmitters will have "a very detrimental effect on the future of FM in the average American market," Mr. Taft wrote.

Taft Protests Present Network Policies

If all Cincinnati FM stations with AM affiliates air the same shows, incentive for mass buying of FM sets will be eliminated inasmuch as normal AM sets are cheaper than combinations, he argued. Since static is rarely a problem in Cincinnati and since network lines are limited to 5000 cycles, the public would be denied the advantages of FM, discouraging FM set sales, he contended.

Mr. Taft contended that if FM became a free service, set promotion would be stopped, another "serious blow to FM." He said that "if the network sponsors were given a free ride on the FM station, the local and national spot advertisers would demand the same privilege." He added that if WCTS duplicated, "it would be necessary for us in all honesty to rebate our present and past FM advertisers the full amount billed since our station went on the air."

The Local Touch That Sells!



Sell the Atlanta Trading Area — 1,425,000 people who spend $456,712,000 yearly*—at lower cost with WGST, Georgia's second largest station in family coverage.**

WGST

ATLANTA

*Sales Management
**Broadcast Measurement Bureau

5000 Watts Day **CBS** 1000 Watts Night

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

DEMOCRATIC LEADERS STAR IN ABC TV SHOW

FORERUNNER of what promises to be a summer of political telecasts, ABC and the Democratic National Committee last Wednesday staged an hour-long video program featuring Democratic party leaders picked up in four cities, New York, Philadelphia, Washington and Baltimore. The program, broadcast March 31, 5-6 p.m., was said to have marked the first time a coaxial cable video network has handled a four-point program origination.

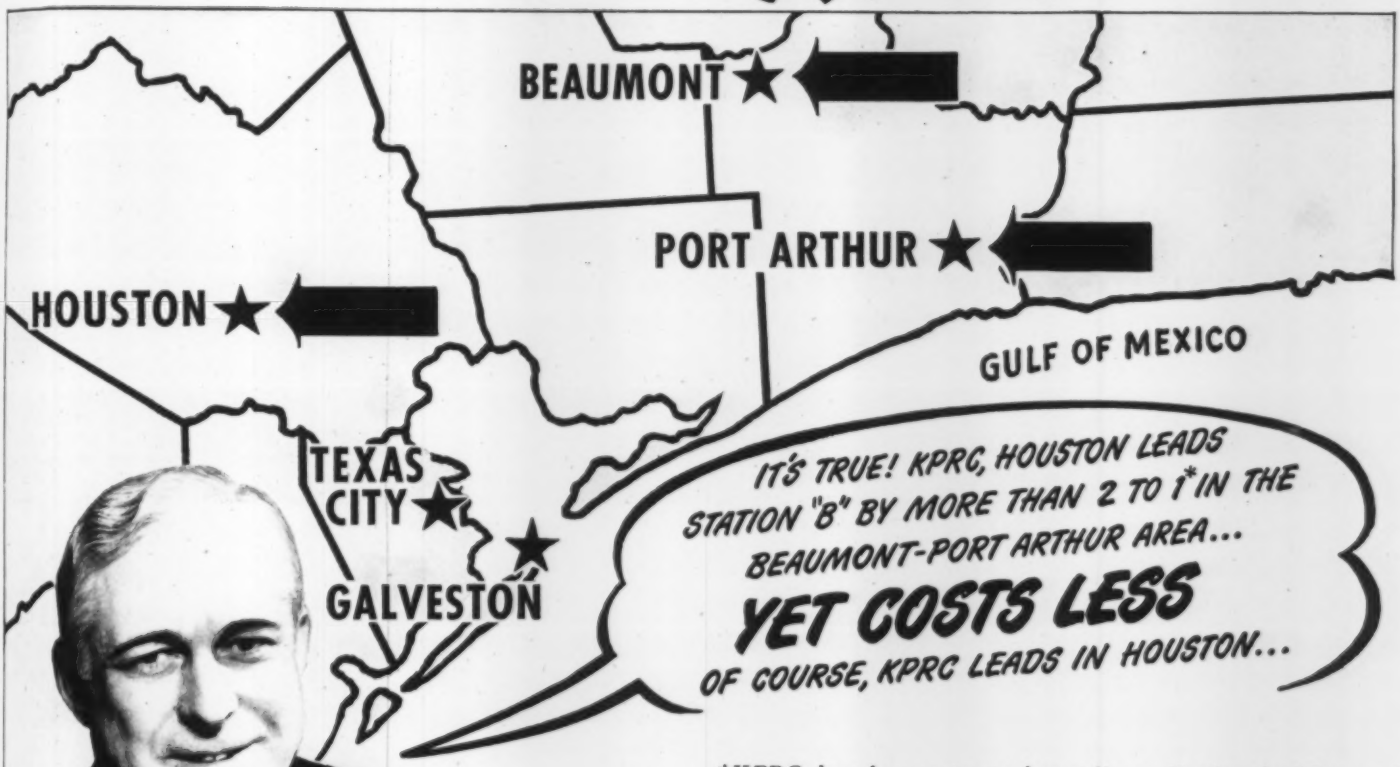
Starting in the studios of WFIL-TV Philadelphia with talks by Sen. Francis J. Meyers (D-Pa.) and William N. Roach, Democratic convention manager, who outlined plans for the party's national convention in July, the program switched next to New York, where acting Mayor Vincent Impellitteri and Robert F. Wagner Jr., chairman of the city's planning commission, spoke to the video audience.

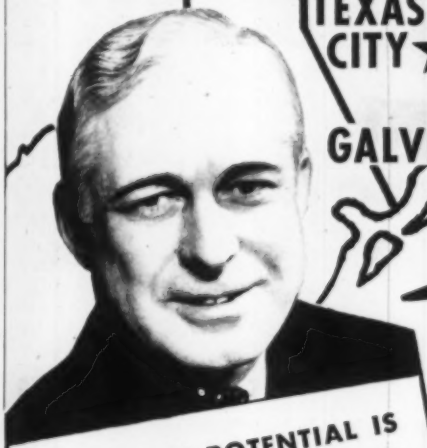
Third stop in the political broadcast was Baltimore, for talks by Mayor Thomas D'Alesandro and Gael Sullivan, executive director of the Democratic National Committee. Broadcast concluded in Washington with brief talks by Sen. J. Howard McGrath (D-R. I.) National Committee chairman, Sen. Brien McMahon (D-Conn.) and Sen. Alben Barkley (D-Ky.), minority leader of the Senate.

Produced under supervision of Paul Mowrey, ABC national director of television, the program was broadcast by WFIL-TV Philadelphia, WMAR-TV Baltimore, WABD New York, and in Washington by both WMAL-TV and WTTG.

Surprised?

IT ACTUALLY COSTS LESS MONEY TO BUY FAR MORE LISTENERS IN THIS RICH MARKET WHEN YOU PICK KPRC an NBC affiliate


BEAUMONT
PORT ARTHUR
HOUSTON
GULF OF MEXICO
TEXAS CITY
GALVESTON
IT'S TRUE! KPRC, HOUSTON LEADS STATION "B" BY MORE THAN 2 TO 1* IN THE BEAUMONT-PORT ARTHUR AREA...
YET COSTS LESS
OF COURSE, KPRC LEADS IN HOUSTON...



YOUR SALES POTENTIAL IS HIGH IN THIS RICH GULF COAST TRADING AREA

In Texas, the famous cattle state, Harris County (which is Houston's home county) leads all others by a wide margin in both dairy and beef cattle. Adjacent Montgomery county tops the state in hogs. And Jefferson County, in which Beaumont and Port Arthur are located is the state's leading rice producer. Oil boosts buying power another notch. And shipping caps the fabulous climax: the transient officers and sailors of Houston-docked ships spend 100 million dollars plus in the market, each year, according to port officials.

FIRST in BMB

FIRST in HOOPER

FIRST in the South's First Market

NOTE: This Beaumont-Port Arthur report reveals only one segment of KPRC's coverage. In all, KPRC reaches 36 Texas counties with an *excellent* signal.

*KPRC does have a *tremendous* audience. Yet Standard Rate and Data shows KPRC time costs are *less.* As for listeners, here's how an independent survey reveals their actual division between KPRC and the second Houston station, here named "B".

Hooper Station Listening Index in Beaumont-Port Arthur

	KPRC	STATION "B"
Morning	11.4	7.4
Afternoon	27.9	7.1
Evening	29.8	16.1
Sunday Afternoon	20.2	7.6

All you buy is Houston, yet we deliver Beaumont and Port Arthur . . . important shipping ports. (Beaumont exceeds Boston in tonnage; Port Arthur exceeds Los Angeles).

KPRC also leads all but one of six local stations in Beaumont—leads all but one of six local stations in Port Arthur. KPRC dominance in this vast area is obviously and firmly established.

KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS

National Representatives, Edward Petry and Company • Affiliated with NBC & TQN, Jack Harris, General Manager

This is mr. ace, advertising man of sorrows
—three of whom are shown in this picture.

This is Ken Roberts, a terribly
frequent caller at the Aces',
and a radio announcer to
boot (which mr. ace would
like to do).

These feet belong to a heel called Paul.
Paul is mr. ace's brother-in-law.
He's steadily unemployed, except for the
job he does on mr. ace's nerves.

And this is JANE,
mr. ace's devoted little wife,
who holds him in
the hollow of her head.

They keep calling this show names

Names like "the prize comedy package among the season's entrants" (Variety)..."a gladsome gift to network programming" (Billboard)... "CBS' captivating number" (New Republic)... "Very, very, funny" (N. Y. Herald Tribune) ...and stuff like that.

But even those names don't do justice to our mr. ace and JANE.

For how, after all, do you define the dimensions of *big-time* Radio laughter? How can you find a name for the gaiety of the audience—and of the sponsor, too—when Radio comedy is written and played by *experts?*

One clue, of course, is that mr. ace and JANE are the same Goodman and Jane Ace (more name-calling) of "Radio's earliest and sharpest husband-and-wife program" (Time).

Surely it's a surprise to just about nobody that this latest CBS-built program—written, produced and directed by Goodman Ace—is a hit. For it has all the action, situations and lines which make for really big audience laughs. It is expert new Radio comedy *with all the "if" removed.*

So to listeners all over America...and to the advertiser *now* looking for a better program... CBS can offer no better advice than more name-calling (from the N. Y. Post):

"This is bright, refreshing...Don't miss it..."

It's on CBS, Saturday night at 7:00, EST.

Columbia Broadcasting System

WE DON'T WAIT ON CORNERS (Ky.)!

No, Sir, we don't expect a pick-up at Corners (Ky.), or any other little crossroads in the State. Not that we don't have our moments, but rural privacy ain't what we're after! Broadcasting to the Louisville Trading Area *exclusively*, we get picked up every day of the world by many thousands of people who are ready, willing and able to buy — and who *do* buy more goods than all the rest of the population of Kentucky, combined!

See what we mean? This section of Kentucky is *your* dish, too! How's about a date?

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

BUYS INTO PAPERS

Fort Industry Gets 50% of Dailies

A HALF-INTEREST in the Miami Beach, Fla., *Sun* and *Star*, sole local dailies, has been acquired by the Fort Industry Co., it was announced last week by George B. Storer, president of the firm which is licensee of WGBS Miami as well as of AM, FM and video properties in other parts of the country. Price is understood to be in the neighborhood of $300,000.

Acquisition of the newspaper interest by the radio firm is one of the few such purchases by broadcasters.

In 1944 Eugene Pulliam, operator of WIRE Indianapolis and WAOV Vincennes, Ind., bought the *Indianapolis Star* and the *Muncie* (Ind.) *Star* for $2,500,000. In November 1946, the Pulliam interests bought the *Arizona Republic* and the *Phoenix Gazette* of Phoenix. Mr. Pulliam, however, was originally a newspaperman who started as a reporter on the *Kansas City Star* and later established Central Newspapers Inc. in Indiana. The Fort Industry Co. has until now been interested in radio exclusively.

Mr. Storer will become chairman of the board of the Miami Beach Pub. Co., which publishes the *Morning Star*, the *Evening Sun* and *Sunday Sun-Star*. John D. Montgomery will continue as president and publisher of the papers.

WGBS, a CBS affiliate, is assigned 10 kw on 710 kc and holds construction permit for boost in daytime power to 50 kw. The new 50-kw plant is being installed on a site three miles northeast of Hialeah and will afford coverage of entire Caribbean area, station claims. WGBS also holds permit for FM and a request for television Channel 7 (174-180 mc) is pending at FCC.

The other Fort Industry radio interests include: WSPD, WSPD-FM and WTVT (TV) Toledo, Ohio; WAGA-AM, FM and TV Atlanta, Ga.; WJBK, WJBK-FM and WTVO (TV) Detroit; WWVA and WWVA-FM Wheeling and WMMN Fairmont, W. Va., and WLOK and WLOK-FM Lima, Ohio. WSPD is said to be the third commercially licensed station in the U. S., established in July 1921.

J. Harold Ryan, past president of NAB, is senior vice president of Fort Industry Co. which has headquarters in the New Center Building, Detroit. Lee B. Wailes is vice president in charge of operations.

The *Weekly Sun Topics* was established in Miami Beach in 1929 with the *Sun* being started in 1940 as a daily, evening and Sunday paper. The *Morning Star* was established in 1945. Transaction for the purchase of 50% interest in the papers by the Storer group was handled by Albert Zugsmith, executive vice president of Smith-Davis Corp.

AFA Names 'Advertising Woman of Year' Judges

BRUCE BARTON, chairman of the Board of BBDO, New York, and Henry T. Ewald, president of Campbell-Ewald, Detroit, are to judge entries for the "Advertising Woman of the Year," national competition sponsored by the Woman's Council of the Advertising Federation of America.

Mr. Barton

Nominations must reach the council, 330 W. 42nd St., New York, by April 15. Anyone or any advertising group may nominate a favorite advertising woman for the award in the form of a business letter to the Council. The winner will be announced at the annual AFA convention scheduled to be held in Cincinnati and scheduled to start June 15.

Mr. Ewald

Marts Gets New Position In MBS Central Division

CARROLL MARTS, assistant to Ade Hult, vice president of Mutual's Central Division in Chicago for the last two years, has been named business manager, Mr. Hult announced Tuesday.

Resignation of Dewitt Mower, Mutual's Midwest sales manager, and Robert White, an account executive, also was revealed. Messrs. Mower and White, who are going into business for themselves, plan to book traveling radio shows.

Mr. Marts has been associated with Mutual for five years.

Downey Retires

WILLIAM E. DOWNEY, assistant chief of the Field Engineering and Monitoring Division of FCC, has retired after 30 years of federal radio service. He was honored by about 100 FCC colleagues at a testimonial dinner last Wednesday. Mr. Downey entered federal service in 1918 as an assistant radio inspector with the San Francisco district of the Commerce Dept., later joining the Washington staff of the Federal Radio Commission and its successor FCC. During the last war he was in charge of the wartime Radio Intelligence Division for the South Pacific area.

There's a lot more to it than this...

In any kind of business these days you certainly have to get around. But in the highly complex advertising field of Spot Radio there's a lot more to it than this.

To cash in on Spot's tremendous sales-making potential—to give advertisers the kind of expert service they need and want, a number of qualities are required. Weed and Company representatives have them all.

First there's training and experience; you can't even get started without them. Then there are the intangibles of timing, associations, persistence—and maybe even a little luck. But, most important of all—are expert *knowledge* and plain *hard work*. For these are the two factors that produce most of the results most of the time... the two factors that make Weed and Company service so valuable to any advertiser.

Weed and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

Small mug of Bier; a farm editor in the making

what the dickens

DOES HE KNOW ABOUT CHICKENS?

The saga of Joe Bier, WOR farm editor. What he can save 4,029,547 farm folks in a year's time, isn't hay!

AT 3 AM SIX DAYS a week, WOR's Joe Bier sneaks out of bed, checks to see that wife Wilhelmina is covered. At 4:05 he's clomping his heels along the lonely sidewalks of Broadway.

At 5:41 AM, Joe's feeling chipper. The farm news has been snatched off the tickers. Last-minute weather reports and price lists are in. The fruit and vegetable quotations from Washington Market—rushed to WOR five minutes after they were set—are sorted, and stacked precariously close to Joe's cigar.

Joe takes a final look. Potatoes are up. Broilers are down two cents. Joe Bier grins. "Still get a kick out of it," he tells the man in the control room. "Farmers never knew what the market would bring for them before we started broadcasting these early market quotations. Makes me feel good; helping out this way." Joe flicks the ash off his cigar. The clock hand slides to 5:45—and Joe Bier is on the air!

WOR's Farm Editor starts his "News of the Farm" program with a rousing march. It wakes up the farm folks (and Joe) like a stiff bracer of well water. In upstate New York, a farmer listens in the barn while he milks. In New Jersey, a farm family around the kitchen table, waits to hear what Joe Bier says about the weather before the plans for the day are set. All up and down the 18 states where WOR can be heard, farmers check with Joe Bier.

THE BIER WITHOUT THE FROTH! Farmers have a feeling for Joe. He has a built-in, eight-cylinder respect for farmers and they know it. A farm wife put it into words: "Of all the voices I hear on the radio," she wrote, "yours tells more of the man behind the voice than any."

What does the voice tell? That there's no froth to Joe Bier. He's as plain as mashed potatoes. He could pass as a member of local Board of Trade. You'd trust him with your last gulp of water on a desert island. Joe's hair is going sparse on top but his salt and pepper mustache is a substantial crop. Behind the bifocals, his eyes look at you square and straight.

Joe Bier is addicted to home and family the way some men are addicted to gin rummy. "My wife, Minnie," he'll say without a trace of self-consciousness, "makes the darned best roast beef, grows the darned best roses." This, after 35 years of marriage. Joe's other loves are his son, his daughter-in-law, his house in Woodhaven, L. I., television, and farmers.

Like all the people who make up WOR, Joe Bier is a friendly soul. He's been with WOR for 18 years, and like Martha Deane, the McCanns, John Gambling and the others . . . he is the heart and brick and steel that have made WOR loved and great.

FROM HYMNS TO HENS: Joe Bier has sung in almost every church in Manhattan. On December 28, 1921, the Premier Quartet (Joe Bier, Baritone) sang over the wireless-telephone. His wife had to travel ten miles to listen in. From then on, papa Bier was in radio. As an announcer, a singer, and finally as a farm reporter.

"News of the Farm" was the first big-league farm program in the East. (11 years ago, WOR decided it was high time that some station served the 4,029,547 farm folks in the 18 states where WOR can be heard). When Joe Bier became Farm Editor, he plunged into the job like a pitchfork. "You can't help farmers unless you know them," he says. Joe knows them. He speaks at grange meetings and agricultural shows, goes to county fairs and church suppers. If some wiseacre heehaws at farmers, the effect on Joe is like filling his studio with boll weevils. "Farmers"? he lashes out, "Farmers are smart. And modern? Say, I'm the man who knows."

He knows. Because Joe Bier, over WOR, feeds the farmer a mass of modern farm data, and they use it. The U.S. Department of Agriculture, Farm Bureaus, the experimental station of Rutgers and other colleges —all depend on Joe Bier to help get their scientific facts right into the Eastern farmers' homes.

continued

continued

Joe Bier making a dawn broadcast from the Voorhees farmstead at Hopewell, N. J.

About 1928, when WOR Farm Editor Bier was a singing man about town

Farmers credit Joe Bier and WOR with saving their crops, improving their breeds, and adding to their bank balances. "You certainly helped me save my trees," a Connecticut man wrote after an ice storm. Before the ice had a chance to rip branches from the trees Joe Bier had gone on the air, telling the farmers what to do.

"You have no idea what your accurate weather reports mean to me," a farmer reported, "I had only one load of hay get wet and that's a record, seeing all the rain we had during haying". And still another wrote: "The insects were ruining my tomatoes until you told us about that new spray. Much obliged, Joe."

PENETRATING POKING: Joe Bier's WOR program is said to be the most listened-to local farm program on the air. According to some penetrating poking done among 15,000 Eastern farmers by the U.S. Department of Agriculture . . . 85% of those who answered queries, said they listened to WOR's Joe Bier. WOR, a station that can be heard by 4,029,547 farm folks, feels proud about serving this important part of the population.

WOR REMINDS THE SPONSOR that WOR can be heard by people in the most highly concentrated farm area in America; and that farm folks hereabouts, have an annual effective buying income of some $3,051,572,000. Not exactly hay.

FINALLY, Joe Bier's reputation is a priceless asset for a sponsor. Farmers believe in Joe, in what he says and in what he sells. As one farmer from Pennsylvania wrote him, hieroglyphics and all: "I certainly owe a lot to you and your program, Mr. Bier. Well, got to get out and clean the barn?@¼%$."

Joe Bier and the man who developed the famous Rutger's tomato—Professor Lyman Schermerhorn—discuss the vegetable kingdom.

WOR

heard by the most people

where the most people are

mutual

CCNY Will Discuss AM and Television

Fourth Annual Radio, Business Conference Starts April 13

A PANEL of outstanding radio industry figures is slated to open the Fourth Annual Radio and Business Conference sponsored by the City College School of Business, New York, with a discussion of "What Can We Expect from Radio and Television?" on Tuesday, April 13.

Panel members include: Fred Allen, NBC comedy star; Harold E. Fellows, WEEI Boston general manager and CBS manager for New England; Gerald O. Kaye, general sales manager, Bruno-New York (RCA distributor); Gordon Mills, manager of radio department, Kudner Agency; Paul B. Mowrey, national director of television, ABC; Robert A Schmid, vice president in charge of station relations, MBS, and James D. Shouse, president, Crosley Broadcasting Corp. Ted Cott, WNEW New York vice president and program manager, will preside over the panel, which is to start at 8:30 p.m.

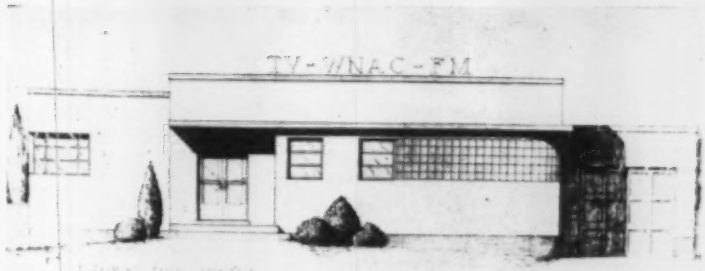
Awards Luncheon

Sessions on Wednesday, April 14, will be highlighted by the Awards Luncheon at the Hotel Roosevelt at noon, when the annual CCNY awards [BROADCASTING, March 29] will be presented by John Gray Peatman, chairman of the National Radio Awards Committee, and associate dean of the College of Liberal Arts and Sciences. This is to be followed by a speech by Arthur Godfrey, CBS star, on "Public Service Possibilities of Commercial Radio," and the presentation of bronze plaques to Rayshow Inc., producer of Goodyear Tire & Rubber's *The Greatest Story Ever Told* on ABC, adjudged the outstanding program created and broadcast in 1947, and to WLW Cincinnati, for "the outstanding achievement of promotion during 1947."

The afternoon session starting at 2:30 p.m. will be devoted to a panel discussion of "The Business Future of Radio and Television." Panel members include: Harry Bannister, WWJ Detroit general manager; George C. Dibert, J. Walter Thompson Co. vice president; Bruce Dodge, radio production director, Biow Co.; John S. Hayes, general manager, WINX Washington; Noran E. Kersta, director of television, NBC, and Craig Lawrence, general manager, WCOP Boston. A. A. Schechter, MBS vice president, will be panel chairman and moderator.

Paramount Newsreel

PARAMOUNT Pictures is offering a daily video ten-minute newsreel to be sponsored by one advertiser nationally five days a week on an exclusive basis, priced between $400,000 and $500,000 for 52-week contract.



ARCHITECT'S drawing shows Yankee Network's new WNAC-TV-FM transmitter under construction in Medford, Mass. The Boston station expects to launch its video outlet in June on Channel 7 (174-180 mc). The tower and antenna will stand 467 feet above ground. Both TV and FM antennas are to be mounted on same pole atop tower. Effective radiated power of the television antenna will be 32.7 kw for both visual and aural. WNAC-FM, also under construction, is assigned Channel 253 (98.5 mc).

500-900 MC

Idea for TV Premature, Says DuMont

COMMENTING on a speech given March 23 by Wayne Coy, Federal Communications Commission chairman, at the President's Luncheon of the Institute of Radio Engineers, Dr. Allen B. DuMont, head of the DuMont Laboratories Inc., declared that "the suggestion that television should utilize some of the higher frequencies between 500 and 900 mc seems to me to be premature."

"There are numerous objections to this suggestion," he continued. "In the first place, the propagation characteristics in this band are very inferior to those of the present assigned television channels. In addition, at the present time it is impossible to build transmitters with comparative power to those transmitters in the present band. Furthermore, the design of receivers to cover both the present band and the band between 500 and 900 mc would be extremely costly.

Receiver Importance

"For some time I have been emphasizing the importance of properly designed television receivers. In the receivers manufactured by this company, extremely good selectivity has been obtained at small additional cost, and with additional stations coming on the air we find that this selectivity is absolutely essential. Certain receivers on the market without this selectivity have encountered difficulty in properly separating the signals from the various stations. We have found that with the selectivity built into our receivers it is possible in many areas to get more stations in the present channels. For instance, it would be possible in Los Angeles to have a station in each of the 13 assigned channels rather than on alternate channels as at present.

"This fact should provide a very considerable number of additional channels in this country. It should be pointed out, however, that in order to obtain the additional channels, it is necessary that all transmitters be located within a relatively short distance of each other, say a mile or two, to maintain the desired ratio between the signal from the various transmitters.

"This is true in the case of Los Angeles, as all transmitters are located on Mt. Wilson. It is possible to accomplish the same thing in any city in the United States where co-channel interference is not a problem. The situation in Los Angeles, for instance, is that there are no other large cities in the immediate vicinity and hence the co-channel problem is not a serious one.

"On the East Coast the problem is somewhat more difficult because of co-channel interference between major cities close together, as for instance, New York, Philadelphia, Baltimore and Washington, although it may be possible to obtain some additional channels along the East Coast by taking into account the ability of properly designed receivers to select stations operating even on adjacent channels."

RCA VICTOR SEES HIGH CHICAGO TV SET SALES

RCA VICTOR expects to sell $10,000,000 worth of television sets in the Chicago area in 1948—one third of the volume which forecasters say Chicagoans will buy. But only 2,000 receivers will be available for this sales area between now and July.

H. C. Chapman, Chicago manager of the company, made this announcement before 300 dealers at an RCA Victor "Television Warm-up" Tuesday night at Chicago's Sheraton Hotel.

"If freight shipments continue to be curtailed and we are forced to rely on the overburdened trucking industry, if selective service is enacted, taking 5,000,000 youngsters out of industry, if we have industrial mobilization again, diverting vital parts from civilian to military production—then anything can happen to our supply of television sets,' he warned.

WCBS-TV Increases Its Evening Rates

Hourly Cost Rises From $400 To $700 Under New Card

WCBS-TV New York has increased its evening rates from $400 to $700 an hour under a new rate card for the CBS key video station which became effective April 1. "The increase in charges is moderate," George L. Moskovics, commercial manager of the station, said, "in comparison with the continued upward spiral of set sales."

New card sets up time classifications for WCBS-TV for the first time, designating 6-11 p.m., Monday through Friday, and 12 noon to 11 p.m., Saturday and Sunday, as Class "A" time. All other periods are Class "B" time, with rates 60% of those for Class "A" periods. New card also introduces frequency discounts for WCBS-TV air time, as follows: 5% for 26 times, 10% for 52 times, 12½% for 104 times, 15% for 208 times or more, all to be broadcast within one year.

Class "A" rates are: 60 minutes, $700; 40 minutes, $560; 30 minutes, $420; 20 minutes, $350; 15 minutes, $280; 10 minutes, $235; 5 minutes, $200; 1 minute, $150 (for sound film only). Studio facilities for rehearsal purposes are charged at $200 an hour as used, with availability guaranteed at a ratio of five to one of air time. For studio set-up and strike, the charge is $50 an hour as used.

Film facilities charges are: 60 minutes, $125; 40 minutes, $105; 30 minutes, $85; 20 minutes, $75; 15 minutes, $65; 10 minutes, $55; five minutes, $45. Those rates are for sound film and include the pre-broadcast run-through that is usually required as well as the actual broadcast. Additional time needed for rehearsal of commentators and interpolation and cueing of material is charged for at the rate of $100 an hour.

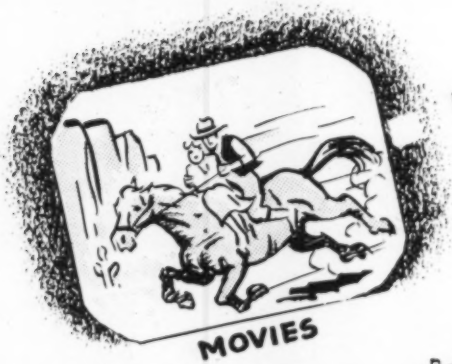
The standard charge for remote pickups is $800, with normal equipment and crew, including rehearsal at the remote location.

Time signals, on sound film and averaging 20 seconds, cost $75 each, including the film facilities.

All charges for both air time and facilities are subject to 15% commission to recognized agencies.

WNBT New York also put new rates into effect April 1 [BROADCASTING, Feb. 21]: Base rate of $750 an hour for transmitter time, 7-11 p.m. Monday through Friday and 1-11 p.m. Saturday and Sunday, with three-fourths of the base rate for 5-7 p.m., Monday through Friday, and all other periods at half the base rate. Studio time is $1,000 an hour; $250 an hour for film studio; both charges including rehearsal time.

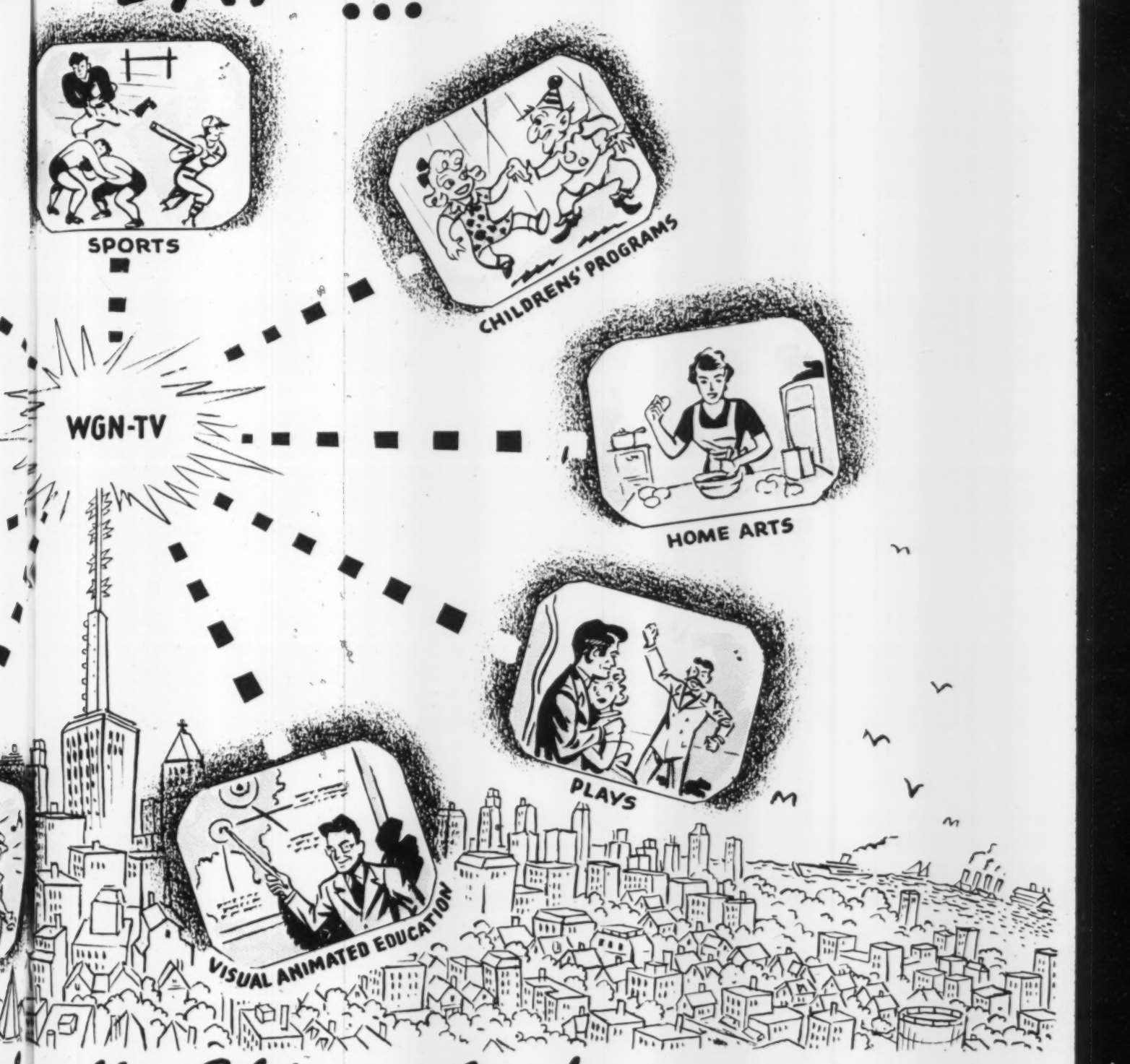
TODAY'S THE



Great news for

WGN-TV STARTS TELECASTING IN C

DAY !!!



all Chicagoland....

CHICAGO ON CHANNEL 9 [186-192 MEGACYCLES]

Ambidextrous Jim

THE VERSATILITY of James F. Ranney, assistant chief engineer of WPIK Alexandria, Va. was amply demonstrated during the recent grand opening of the E. A. Filene Co-Operative Department Store in Shirlington, Va. Clocks, normally occupying the counter and adjacent space where the WPIK remote equipment was placed, were transferred to shelves behind Mr. Ranney's workshop. During the opening rush for bargains, Mr. Ranney not only operated the remote broadcast equipment, but also bowed to consumer clamor for clocks and distributed the timepieces simultaneously.

WOOD SALE

Approval Seen for Bitner; Liberty Withdraws

PROMPT action by FCC on ABC's re-sale of WOOD Grand Rapids, Mich., for $850,000 to Grandwood Broadcasting Co. is foreseen in report last Tuesday by the Commission that Liberty Broadcasting Inc. had withdrawn its competitive bid for the station.

Liberty's move to dismiss its application came March 26 as FCC denied its petition to postpone for two weeks the comparative hearing which had been set for March 29 [BROADCASTING, Feb. 23]. Liberty sought the continuance in order to repair its financial condition.

Grandwood is owned by Harry M. Bitner, Indianapolis broadcaster, and his family and associates, while Liberty is principally owned by Roy C. Kelley and Ray M. Veenstra.

WOOD, a 5-kw NBC affiliate on 1300 kc, was acquired by ABC in its $3,650,000 purchase of King-Trendle Broadcasting Corp., which also included WXYZ Detroit [BROADCASTING, July 22, 1946]. FCC stipulated that ABC must hold WOOD in trust pending re-sale.

The network subsequently negotiated with Liberty for purchase of WOOD and Commission consent was given in December 1946. The transfer was never consummated, however, and ABC sold the station to Grandwood subject to FCC approval. Liberty then filed a new request under the Avco advertising procedure offering to match Grandwood's $850,000 offer [BROADCASTING, Nov. 10, 1947].

In seeking continuance of the comparative hearing Liberty advised the Commission it had been refused further extension of a $350,000 loan commitment from Modern Woodmen of America, Rock Island, Ill., and therefore was no longer financially qualified. The two-week continuance was asked in order to pursue a prospective loan from the International Bank of Washington, D. C.

FCC's order denying the extension request found that both Grandwood and ABC's King-Trendle Broadcasting Corp. opposed any further delay, that "an early disposition of the . . . matter would serve public interest" and that "petitioner is unable to represent that it has a firm commitment for the financial resources which would be consummated if the requested continuance were granted." Thereupon Liberty made and was granted its oral petition for dismissal of its application without prejudice.

After approving the Liberty dismissal the Commission further ordered that the Grandwood application be removed from the hearing docket. An FCC spokesman stated that this necessarily does not mean a hearing on the merits of the proposed individual assignee is precluded. Revised intra-Commission memoranda must be drafted which will be more detailed than the preliminary review which is usual in the comparative proceeding, it was indicated. The closer study might show need for development of certain information in a hearing.

Bitner Family Interests

Grandwood Broadcasting stock is held (50%) by WFBM Inc., largely owned by Mr. Bitner and members of his family; and by Ralph S. Euler (30%), executive vice president of Mellon National Bank and Trust Co., Pittsburgh; his wife, Bertha G. Euler (8%), and Frank R. Denton (12%), vice chairman of the board and chief executive officer of Mellon Bank. WFBM Inc. is licensee of WFBM Indianapolis and operator of WEOA Evansville, Ind.

Messrs. Kelley and Veenstra have about 51% of Liberty Broadcasting. With 13 other Grand Rapids business and professional men and Paul H. Raymer Co., New York station representative firm, they have subscribed a total $300,000 for preferred stock. Remaining money was to be obtained in loans.

ARMOUR AND COMPANY
GENERAL OFFICES, UNION STOCK YARDS
CHICAGO 9, ILLINOIS

Tulsa, Oklahoma
March 15, 1948

Mr. George L. Ketcham
Promotion Director
Radio Station KTUL
Tulsa, Oklahoma

We would like to take this opportunity to again express our appreciation for the splendid cooperation of the KTUL personnel in announcing the winner of the Ford car last week.

We have heard many comments in regards to the interview which indicates the wide coverage this program had at that time of day. We receive a comparison of the entries in our Chiffon contest each week. At the present time, we only have this for the first three weeks of the contest, and I know you will be interested to learn the percentage of families from Tulsa, entering the contest, has constantly been above the national average. We are interested in the report covering the last week of the contest, for we feel sure we will exceed any previous percentage. We attribute the high percentage of families in Tulsa, entering the contest, to the wide coverage this program has had in this territory. We would like to express our appreciation to you for the many things you have done in the past year, promoting the interest in the Hint Hunt Program and the sale of Armour products.

L. A. McDonald

"... the percentage of families from Tulsa entering the contest, has constantly been above the national average." *

"We attribute the high percentage of families in Tulsa, entering contest, to the wide coverage this program had in this territory." *

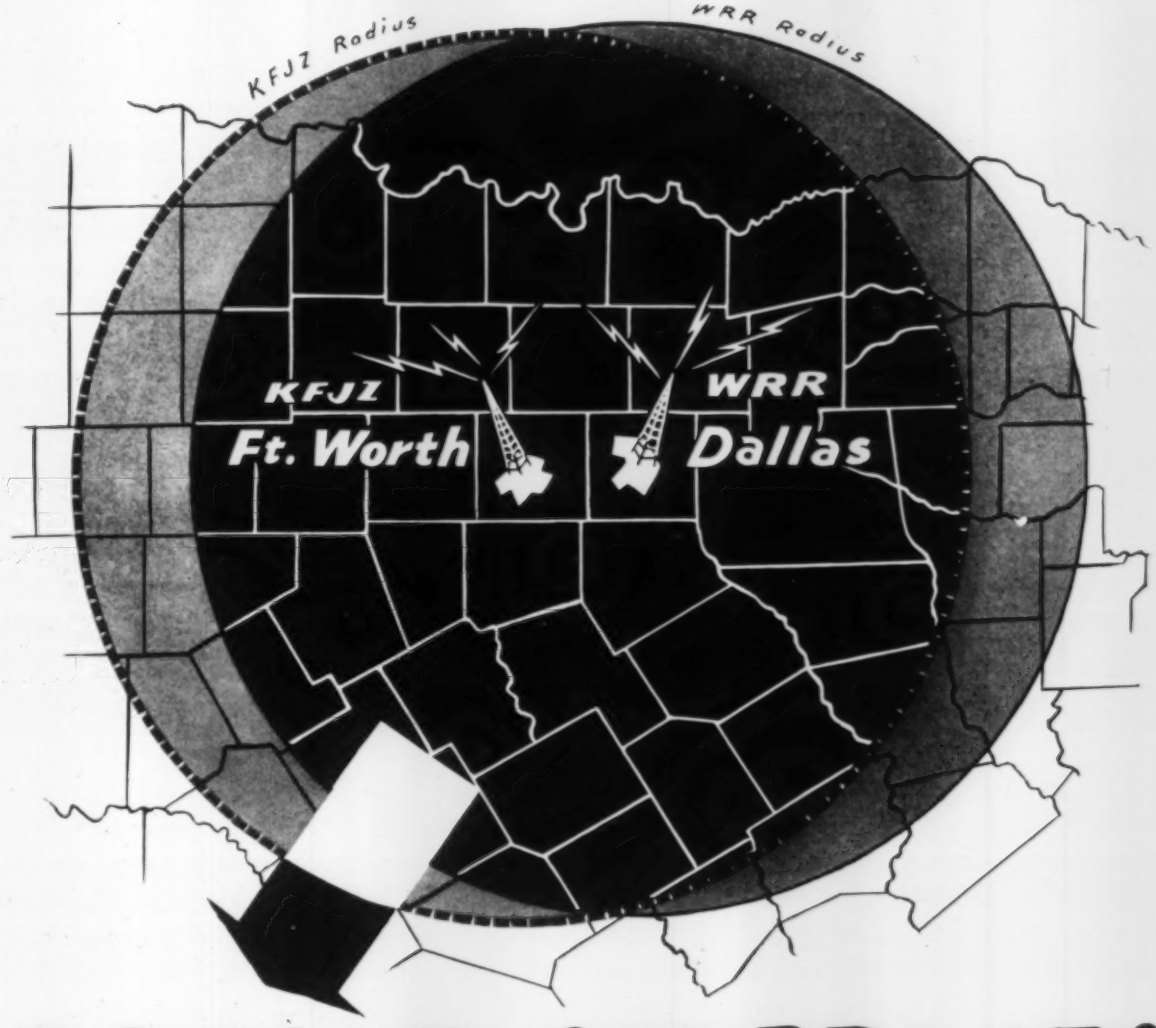
*HINT HUNT (CBS) 3:00 p.m.

KTUL
TULSA, OKLAHOMA
JOHN ESAU, Vice-Pres. & Gen. Manager

5,000 Watts
CBS
Avery-Knodel, Inc.
Nat'l Representatives

KYW Award

KYW Philadelphia won an honorable mention "for unusually effective all-over radio station promotion" in the all-over station promotion category of the 1947 City College of New York annual radio awards, to be presented April 14 in New York. KYW was omitted inadvertently in the awards listing in BROADCASTING, March 29.



DOUBLE-COVERAGE!

Your KFJZ-WRR Combination Gives A Double-Shot at the Fabulous $2,000,000,000 Ft. Worth-Dallas Market

Two Powerful Stations for a Single Price

Separate or Simultaneous Schedules!

TEXAS' BEST RADIO BUY

KFJZ FT. WORTH — WRR DALLAS

TWO STATIONS FOR ONE PRICE

KFJZ-WRR AREA
(100 Mile Radii)

*Population . . .	1,898,300	*Wholesale Sales	$1,662,055,000.00
*Buying Income .	$1,890,148,000.00	Bank Deposits .	$1,904,769,000.00
*Retail Sales . .	$1,239,913,000.00	Radio Families .	410,033

*Copyright, Sales Management Survey of Buying Power, 1947

NATIONAL REPRESENTATIVE
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

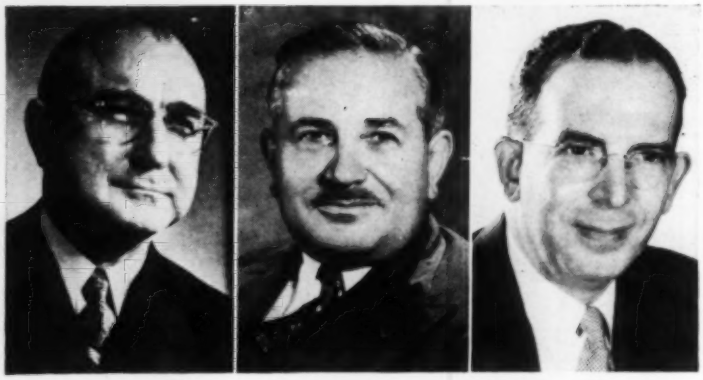
BRAND NAMES

Folsom Elected Chairman

FRANK M. FOLSOM, executive vice president of the RCA Victor Division, Radio Corp. of America, was elected chairman of the board of the Brand Names Foundation at its annual meeting March 29 in the Waldorf-Astoria in New York. Mr. Folsom, in the merchandising and sales promotion field for 35 years, succeeds Edward S. Rogers, chairman of the board, Sterling Drug Inc., New York.

Henry E. Abt was reelected president of the Foundation; named as vice chairmen of the group were W. T. Holliday, president, Standard Oil Co. (Ohio), Cleveland, and Donald B. Douglas, vice president, Quaker Oats Co., Chicago. Theophil H. Mueller, president, Julius Kayser & Co., New York, was named chairman of the executive committee, and Gavin MacBain, treasurer, Bristol-Myers Co., New York, was reelected treasurer of the foundation.

New directors elected include: R. H. Lippincott, vice president, Holeproof Hosiery Co., Milwaukee, until April 1950; John W. Hubbell, assistant to president, Simmons Co. New York, until April 1949; F. W. Specht, Armour & Co., Chicago, until April 1949; William W. Wachtel, president, Calvert Distillers Corp., New York, until April 1949; William G. Werner, manager of public relations, Procter & Gamble Co., Chicago, until April 1949.



Mr. BOULWARE Mr. FOLSOM Mr. ABT

A symposium featuring five key executives in merchandising and sales promotion was conducted during the afternoon session, attended by more than 500 national and local advertisers, advertising agency executives, media men and public relations counsellors.

Speaking for the national advertiser, Mr. Folsom, the Foundation's new board chairman, compared America's continued acceptance of democracy and free enterprise with this country's "faith in brand names and advertising. All have helped our country make tremendous strides economically and socially," he said.

Other speakers were Stephen A. Douglas, sales promotion director, the Kroger Co., Cincinnati; James Rotto, sales and publicity director, Hecht Co., Washington; Alfred B. Stanford, national director, Bureau of Advertising, American Newspaper Publishers Assn. and C. D. Southard, vice president and director of sales promotion, Butler Brothers, Chicago.

Firms who have been in constant operation for 50, 75 and 100 years were cited during the noon luncheon meeting, at which L. R. Boulware, vice president of General Electric, New York, was the speaker. Mr. Boulware challenged manufacturers to apply the same practices in creating and selling the "job package" as they use in creating and selling their "product package."

WMT Planning Farm Field Day Second Week in July

WMT Cedar Rapids, Iowa, is now making plans to sponsor a National Farm Field Day during the second week of July. The event will take place on three farms located about 20 miles from the station's transmitter. Iowa State College of Agriculture, Soil Conservation Service and Farm Bureau groups will assist Chuck Worcester, WMT farm service director, and Leo Cole, promotion manager.

All types of farm machinery and equipment will be displayed and operated. Highlight event will be a tractor steeplechase, where tractors having different attachments will be put through an obstacle course. WMT will again display its annual Farm Gadget Show.

RELIGIOUS UNITY
Contest on KYW Raises Funds For Chapel Bells

AN INTENSIVE DRIVE in behalf of religious unity, inspired by the Chapel of the Four Chaplains which is under construction in Philadelphia, is the theme of a contest conducted by KYW Philadelphia.

The Westinghouse station is endeavoring to raise money for purchase of carillonic bells to be used in the chapel, which is being built in commemoration of the four chaplains who gave their lives aboard the *USS Dorchester* in February 1943. Listeners were asked to submit donations plus letters written on the subject: "We had religious unity during the war. How can we maintain it in the peace?" Distinguished representatives of the Protestant, Catholic and Jewish faiths picked the 100 best letters. Writers were awarded tickets for the state-wide premier of "Miracle of the Bells," held in KYW's main auditorium studio.

Chairman of the drive in Philadelphia is Dr. Daniel A. Poling, pastor of Baptist Temple, whose son was one of the four chaplains who died aboard the *Dorchester*.

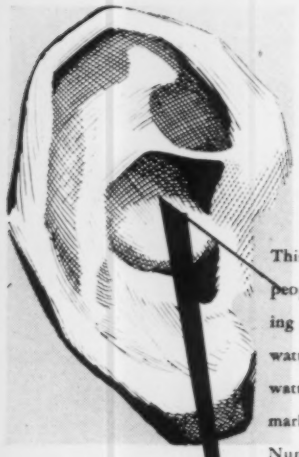
RMA ADV. COMMITTEE PLANS SET CAMPAIGN

RMA Advertising Committee last week urged that the experience gained in the successful Hartford test promotion [BROADCASTING, March 29] be applied to "grass roots" campaigns in a number of towns throughout the country by means of a workbook or some similar device. A recommendation to that effect will be placed before RMA board of directors when it convenes with its Canadian counterpart in Toronto this week.

Meeting Tuesday at the Stevens Hotel, in Chicago, the committee devoted the day's session principally to a resume of the Feb. 23-March 6 campaign, built around the slogan, "A Radio for Every Room—a Radio for Everyone." It also approved a subcommittee recommendation calling for observance of National Radio Week Nov. 14-20. Promotion would be on local levels including such organizations as the National Electrical Retailers Assn. and U. S. Junior Chamber of Commerce.

Three representatives of NERA were guests at the luncheon. Clifford Simpson, managing director, outlined a plan for National Radio Week, which would tie in radio dealers with the campaign in cooperation with RMA and NAB.

AMERICAN LEGION has announced new shipping list of 904 stations for "Decision Now," weekly 15-minute transcribed public service program, as result of three-month survey by National Public Relations Div., Radio Branch. Fill-in use of program series no longer is permitted.



8 Times BIGGER!

This year WDNC has a primary of eight times more people making six times more retail sales. This whooping big jump is the result of WDNC's rise from 250 watts at 1490 on the dial to 5000 watts day and 1000 watts night at 620 on the dial. Before selecting your markets and advertising in North Carolina—the South's Number One State—be sure to get the new WDNC story. We and Paul H. Raymer, our national representatives, are at your factual command.

WDNC
DURHAM, NORTH CAROLINA

5000 WATTS 620 KC CBS

BONUS: WDNC-FM 36,000 WATTS

OWNED BY THE HERALD-SUN NEWSPAPERS

SCIENCE "moves down staqe center" in TELEVISION!

A few weeks ago, WPTZ produced and broadcast the first of a new series of television programs called "The Nature of Things," featuring Dr. Roy K. Marshall, noted Philadelphia scientist. Perhaps you have seen the show over the NBC television network.

The very first week "The Nature of Things" was on the air, it drew a rating of 214—a most respectable figure, actually higher than three of the five sporting events on the schedule for that week!

Motorola representatives saw the program in New York . . . liked it . . . bought it for the network beginning April 1st!

We're calling this particular program to your attention because for one thing, it substantiates our contention that a television program doesn't necessarily have to be elaborate in order to be effective and entertaining. More than that, however, "The Nature of Things" demonstrates what happens when an engaging personality with a natural flair for showmanship is coupled with experienced production and direction.

If you're contemplating television for your company or your client, we think our experience, facilities and record in television here at WPTZ will be most interesting and valuable to you. If you would like to know more about the service we have to offer please give us a call or drop us a line.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building Philadelphia 3, Pa.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

Philadelphia Astronomer On Motorola Video Series

DR. ROY K. MARSHALL, prominent astronomer and director of the Fels Planetarium in Philadelphia, has been signed by Motorola Inc. for a video series titled *The Nature of Things*, broadcast Thursdays 8:15-8:30 p.m., over the NBC television network. The series began April 1.

Dr. Marshall's programs originate at WPTZ Philadelphia, and are fed to WNBT New York, WRGB Schenectady, WBAL-TV Baltimore, and WNBW Washington. With the aid of visual props ranging from a piano to basketballs, he explains the earth's rotation, atomic energy, earthquakes, or whatever scientific topic is currently in the news.

Motorola agency is Gourfain-Cobb, Chicago.

Bennett Gets Longines

VICTOR A. BENNETT CO., New York, last week was appointed to handle the $1,000,000 account of Longines-Wittnauer Watch Co., New York, 60% of which will be spent in radio. The company currently sponsors *Symphonette*, 30-minute transcribed musical show, carried on more than 100 U. S. stations. It also uses spots and time signals. Victor A. Bennett is the account executive.

CONGRATULATIONS are delivered by Mayor Frank J. Costello (at microphone), Syracuse, N. Y., at dedication of new studios of WFBL Syracuse. Station officials participating in ceremonies include (l to r): Samuel Woodworth, general manager; Oscar F. Soule, president, and Robert G. Soule, vice president. WFBL, with 5 kw on 1390 kc, has studios in WFBL Bldg., 433 South Warren St.

VIDEO FILMS

Hollywood Ad Club Debates Merits

THEORY and practice conflicted in a panel discussion on film's application to television, sponsored March 29 by the Hollywood Advertising Club.

Speaking for the theory of film, William Bacher, movie producer and one-time creator-producer of *Hollywood Hotel*, pointed out that women influence the purchase of considerable merchandise, and something more than sports telecasts and comparable nighttime fare must be offered to attract them.

Citing his own experience, Mr. Bacher said that movie producers were first unwilling to allow previews of their movie properties on *Hollywood Hotel;* later, he said when they realized the sales impact, it was possible to select and choose.

Don McNamara, Telefilm Inc. television director, observed that the present area of profitable film is the modest factual and feature subject handling. He characterized this and commercial spots as the "black ink" film productions at present.

He conceded that film libraries are able to rent at prices below what present production costs allow. But he pointed out that such sources of supply are beginning to thin. Further he pointed out that local attempts to produce free, though live, had to be met with material of universal appeal. In this realm instances of static local sport and women's appeal programs were being done around the country but he felt that Hollywood angles to this type of programming offered a plus factor not available in any other city.

Landers' Viewpoint

Lew Landers, currently directing *The Public Prosecutor* series for NBC through Jerry Fairbanks Productions believed that "people who are going to produce film must look to the studios" and not to radio or stage. This was disputed in a measure by Mr. Bacher who observed that the force controlling television is that controlling radio which is extending to the new medium.

Rudy Vallee, head of his own independent film video unit, announced that he expected to offer a 23 minute film package featuring Lionel Stander and others in *College Life* originally based on a radio script. If bought, he said that the package would likely be priced in the neighborhood of $5,000 per presentation.

Harry MacMahan, head of Five Star Productions, advanced his position in "do's" and "don'ts". Do's: Use color in making original commercials on Kodachrome since it offers better gray values at present and may be used again when the medium is able to transmit color.

Among the don'ts: Don't use radio commercials as script; use actors to demonstrate the product and announcers to handle the commercial sell; don't make one film at a time but think of a series in terms of a theme adaptable to 6 or 13.

Larry Finley, head of his own transcription firm as well as video packaging operation, cautioned against too heavy film investments at present "because you can't get your money back." Recognizing that stations can't operate without programs and sets can't be without programs either, he proposed that set makers subsidize the making of films.

NICKEL NAUSEA

Rochester Newscaster Takes Off on Kaltenborn Plan

THE SUBSCRIPTION RADIO plan of Rolf Kaltenborn was administered a verbal lashing by John W. LaRue in a facetiously-worded evening newscast over WVET Rochester, N. Y., March 5.

Explaining his absence from the air, Mr. LaRue said he had been the victim of Virus X. During that period he declared he had read an article, carrying Rolf Kaltenborn's byline, in the *Times-Union*, which "made me almost as ill as the flu." He explained that the article was a reprint from the *Saturday Review of Literature*, "an ivory tower which probably aches to be filled with good, profitable advertising."

"How did any one," Mr. LaRue asked his listeners, "ever get the silly idea that your nickel for a paper, or a quarter for a magazine, paid for that item of information or entertainment. If the subscriber had to pay for the production of those media—minus the vast weight of advertising in their pages—and counting the vast cost of their production—they would cost him about ten bucks a throw." It was the commercial advertiser, Mr. LaRue deduced, who paid the bill in this instance also.

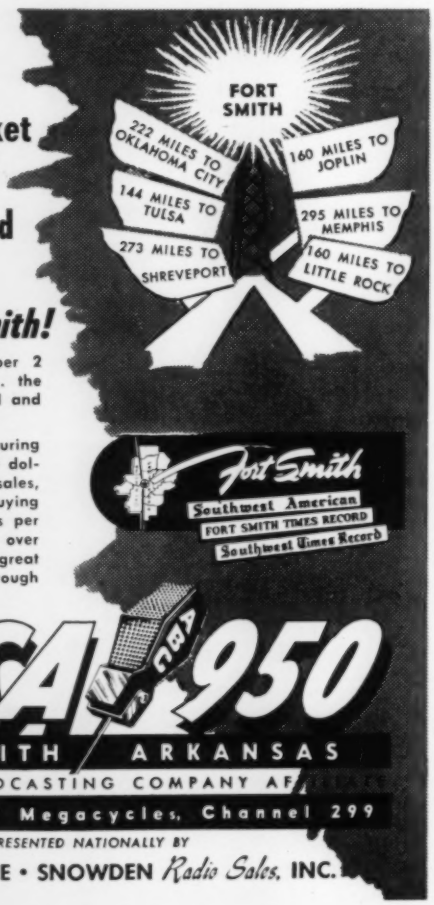
"Still, in one sense," continued Mr. LaRue, "the nickel radio scheme has its enticements—even to us. There are some 200,000 radio sets in WVET's primary area. At a nickel a day, that's a potential of $10,000 a day; $70,000 a week; $3,640,000 a year. Whoopee!" Admitting that his analogy was fantastic, he said that there was "still something to be said for this present system, which spends vast sums of money for the origination and betterment of programs, and yet isn't very expensive to anyone."

ZUMA PALMER, radio editor of Hollywood Citizen News for past 20 years, is to be honored at Advertising Club luncheon today (April 5). Milton Samuel, West Coast director of public relations of Young & Rubicam, is general chairman.

KFSA delivers a market that can't be covered from *Outside Ft. Smith!*

FORT SMITH, the number 2 market in Arkansas . . . the center of a rich agricultural and industrial market.

Sales from manufacturing average over 33 millions of dollars per year . . . retail sales, over 35 millions. Effective buying power is set at 58 millions per year. Bank deposits are over $1100 PER CAPITA! A great market . . . it's all yours through KFSA . . . Fort Smith.



KFSA 950
FORT SMITH ARKANSAS
AMERICAN BROADCASTING COMPANY AFFILIATE
KFSA/fm—107.7 Megacycles, Channel 299
REPRESENTED NATIONALLY BY
TAYLOR • HOWE • SNOWDEN *Radio Sales,* INC.

an

Announcement

from

NBC RADIO-RECORDING DIVISION

OF THE NATIONAL BROADCASTING COMPANY

and

RCA VICTOR DIVISION

OF THE RADIO CORPORATION OF AMERICA

IN THE interest of improved customer service and higher quality recording at lowest possible rates, a realignment of electrical transcription activities in the broadcasting field has been arranged between the National Broadcasting Company's Radio-Recording Division and the RCA Victor Division of the Radio Corporation of America.

Effective April 1, 1948, the RCA Victor Division will sell and service customers directly for processing of masters and manufacture of pressings from masters recorded for clients by the NBC Radio-Recording Division. In addition, the RCA Victor Division will render processing and pressing service for all electrical transcriptions, slide film and phonograph records.

The NBC Radio-Recording Division will continue to handle the programming and marketing of NBC THESAURUS, its recorded musical program service, and NBC Syndicated Programs, comprising complete recorded programs. NBC will continue to supply full programming service to advertising agencies and clients, including production, direction and script writing, and will make available complete studio and recording facilities for master recording and reference recording for clients' use in connection with broadcasting.

Recording facilities of the National Broadcasting Company will be available in New York, Washington, Chicago, Cleveland, Denver, San Francisco and Hollywood.

The RCA Victor Division will maintain sales service offices in New York, Chicago and Hollywood, where processing and pressing facilities for all types of recording are available. RCA Victor will maintain studios in these cities for all types of recording other than recordings used in connection with broadcasting.

WGAN - FM
WGUY - FM
NOW BLANKET MAINE!

WGAN-FM WGUY-FM

in Portland
3600 WATTS
Maine's richest trading market.

in Bangor
10,800 WATTS
The trade hub of upstate Maine.

These two stations now send FM broadcast beams to virtually every area of Maine. National advertisers are becoming increasingly interested in these FM broadcasting facilities and in the *plus* selling power which they offer in conjunction with WGAN and WGUY in the State of Maine.

National Representatives
PAUL H. RAYMER CO.

Occupational Ills

RADIO held its share of troubles for Robert Cleary, KCMC Texarkana, Tex., engineer March 24. Notified by a neighbor while he was on duty that his apartment was on fire, Mr. Cleary streaked for the door but braked to a halt when he remembered that FCC regulations required him to be on hand when the station was transmitting. When Mr. Cleary eventually arrived home, he was told, the fire apparently started from a short circuit in his home radio set.

ACTORS EQUITY ASSN. TO PRODUCE TV SHOW

ACTORS' EQUITY ASSN., AFL theatrical talent union, is preparing its own video show for inspection by prospective sponsors—*Television Theatre of the Air*, with touring companies of name actors and actresses presenting video adaptations of Broadway hits around a circuit of cities with video facilities.

Bert Lytell will be in charge of the program, which will be produced by Equity and remain Equity property, with profits going into the Actors' Fund. Music Corp. of America is agent.

Pointing out that "it would be impractical for one live company to do a television program every week," Equity said that "it is probable that a show would originate in New York, followed by a performance with the same cast from another city a few nights later."

Frank Lawrence, BBDO Secretary, Dies March 27

FRANK M. LAWRENCE, 75, secretary of BBDO, New York, died March 27. Funeral services were held March 30 in Christ Episcopal Church, Glen Ridge, N. J.

Mr. Lawrence had been associated with the agency since 1896, when it was the George Batten Co. When the agency was incorporated, Mr. Lawrence became secretary as well as media head. After the merger with Barton. Durstine & Osborn, he relinquished the direction of the media department to Ben Duffy, now president of the agency, but continued as secretary.

Surviving are his wife, Mrs. Constance R. Lawrence, and three sons, William W., of the BBDO marketing and merchandising department; Robert N., and Frank M. Lawrence Jr.

WBBM Chicago's "Listen to Cliff" program, [BROADCASTING, March 15], has been given an award by Mt. Prospect Men's Club of that town for "the most original unrehearsed program in radio to interpret the happiness of the American home."

Day-Duke-Tarleton Staff Is Realigned

Promotions, New Appointments Announced by N. Y. Agency

FIVE new appointments and promotions have been announced by Day, Duke & Tarleton Inc., New York.

Robert S. Simpers, formerly an account executive with J. Walter Thompson, joined the agency as vice president. G. Dudley Perrine and Samuel H. Weber were promoted. Mr. Perrine, who was assistant treasurer and assistant secretary, has been named treasurer and secretary, and Mr. Weber, formerly secretary, is a new vice president and general manager.

Maria J. White, who has been radio timebuyer for the Biow Co. and Benton & Bowles, now holds the same position for Day, Duke & Tarleton. Paul S. Valentino, formerly art director for Shellmar Products, New York, is the agency's new art director.

AIR TOO CONTROLLED, SAYS WNYC'S SIEGEL

"A COMPLEX pattern of controlling agencies has developed in the past 25 years in radio broadcasting, contradicting the axiom that the air belongs to the people," Seymour Siegel, WNYC New York general manager, told a gathering of the City Federation of Women's Clubs in New York last week.

Speaking on "Control Factors in Radio," Mr. Siegel listed the "controlling agencies" in broadcasting: FCC broadcasters, advertisers and advertising agencies, educators, and listeners. Outlining how each group has a hand in the control of what may not be aired, the speaker challenged "the argument that the listener hears what he wants on the radio." He suggested that civic and other organizations establish committees to review radio programming, activities of the FCC and the broadcasting trade.

WRFC Planning to Start Soon as Athens Daytimer

WRFC plans to go on the air soon as an independent Athens, Ga., daytime outlet with 1 kw on 960 kc. Staff of the new station has been announced by the permittee, Radio Athens Inc.

General manager is L. H. Christian, formerly manager of WGGA Gainesville, Ga., and WSGC Elberton, Ga. Other staffers: Claude Williams Jr., commercial manager, at one time with WFOM Marietta, Ga.; Charles McClure, program director, formerly with WSB Atlanta; Sue Parks, public relations, previously with WGGA; H. R. Lowery, engineer, from WRDW Augusta, Ga., and F. L. Fitzpatrick, engineer, from Wilmington, N. C.

Three Beauties of the Deep South

1. LONGFELLOW HOUSE, Pascagoula, Miss. One of the South's famed ante-bellum homes.

2. INGALLS SHIPBUILDING YARDS, Pascagoula, where large luxury liners and cargo ships are being built or refitted. Another new Southern industry that means more employment, bigger pay rolls, and added retail sales.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS · CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

Only WBAL Gives P

WBAL-TV

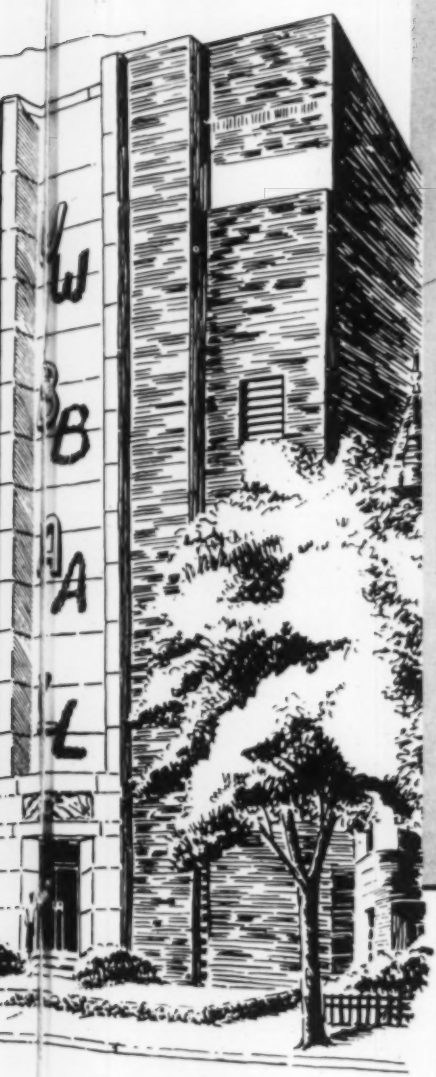
For Television

WBAL-TV's superb facilities and "know how" are already showing excellent results. Twenty local programs, weekly, originate in the main television studio (30 ft. x 50 ft.) and 15 local programs, weekly, originate in the "Air Theatre." We've found Baltimore talent excellent for television in both quantity and quality. Combined with the great NBC television network shows—this means—as in "AM"—that "the greatest shows in Television are on WBAL-TV."

WBAL-TV's antenna is located near the center of population of Baltimore City. It is 447 feet above ground, 837 feet above sea level. Effective radiated power 32,600 watts video, 17,200 watts audio.

WBAL-TV —NBC AFFILIATE
2610 N. Charles Street
Baltimore 18, Md.

sBaltimore....BOTH!



WBAL For Standard Broadcasts

WBAL's local programs are of a size and quality unexcelled by any radio station — anywhere. Add to that the NBC "America's No. 1 Network" Parade of Stars. So we say with pride—"The Greatest Shows in Radio are on WBAL."

WBAL's "New World of Tomorrow" studios are the most modern with the finest facilities in the country. WBAL's power —50,000 watts, is the greatest amount allowed any American commercial radio station.

Day in and day out—WBAL gives Baltimore, America's 6th city, programming and radio reception of the very highest quality. There's a *plus* market, too, of parts of Pennsylvania, Virginia, W. Virginia, Delaware and all of Maryland.

WBAL —50,000 WATTS—NBC AFFILIATE

"One of America's Great Radio Stations"

2610 N. Charles Street, Baltimore 18, Md.

Represented Nationally by Edward Petry & Co., Inc.

Editorial

Sense or Censorship

VOLUNTARY CENSORSHIP for radio and the press as recommended is washed up for the present.

That became evident last week when representatives of the public information media met with Secretary of Defense Forrestal and recommended that the proposed fulltime Information Advisory Unit be rejected. Instead they offered to create an informal security advisory council. (See story this issue.) This proposal from a group representing radio and the printed media makes it a certainty that there will be no formal censorship unless the world situation changes materially for the worse or some overly enthusiastic newsman broadcasts or publishes defense secrets.

Meanwhile in Geneva at the United Nations Conference on Freedom of Information the U. S. asked all nations to eliminate censorship of news except that "relating directly to the maintenance of national security."

Broadcasters are rightfully jealous of their rights as Americans to present the news in full when it happens. It is in the American tradition. During the past war radio far outstripped all other media because of the speed and accuracy of its reports. Authoritative surveys showed time and again that radio was the first news source.

But while broadcasters are zealous in presenting full news coverage they also recognize their responsibility as Americans to safeguard the nation first. The secret of a new defense weapon must be guarded as carefully by every broadcaster as though a code of censorship did exist.

Fortunately radio's newsmen by and large are the best in the business. The corps of news gatherers and commentators who report from the Capital are almost without exception journalism's top echelon. Some have been trained entirely in radio, others have newspaper and magazine background, but all are well schooled in factual reporting and analysis. The majority have reported World War II at home and abroad.

With men like these handling the news, security, radio news-wise, is in good hands. Common sense needs no censorship.

Code & Competition

FOR THE next seven weeks the Code hot-stove-league is in session. From now until the NAB convention in Los Angeles May 17-18 all and sundry can digest and dissect the proposed new standards for American broadcasters.

We think vast improvements have been made. The code now is affirmative. It isn't perfect; never will be. But standards have been proposed under which all in radio can live—and live with pride and dignity.

The code will be considered at the Los Angeles sessions. This should not be a reenactment of the not-to-be-forgotten Atlantic City convention of last September. This is no steamroller. The views of every segment of radio have been considered by a representative committee. There are no "Thou-shalt-nots." But this is not a cream-puff code; if it was it wouldn't be worth the wind to inflate it.

There is proposed a platform for radio. Every plank has been thumped. It has negotiated the crucible of time and study following the eventful discussions held at Atlantic City.

We do not look for a voice vote, without discussion, at Los Angeles. Of its nature, the code is controversial. All important documents are controversial—the Bible, the Constitution, the Balfour Declaration, the UN Charter.

But by May the code may shrink to secondary status. This world is troubled again. There are more men in uniform. "Defense" construction is being resumed. There's talk of voluntary censorship. Radio, along with all industry and all arts, may be donning war toga again.

More immediate are radio events at home. There are just too many stations for the business available. Reports of rate-cutting are becoming more frequent. In the fight for survival, business heretofore unacceptable (and hardly permissible under the code) is being solicited. All radio thereby gets the black eye.

The newspapers went through it a generation ago. Many of them died. Those that survived adhered, by and large, to rate ethics or were without substantial competition. The big difference is that natural laws of competition prevailed; there was no licensing authority.

What has all this to do with the code? Or with possible war? Everything, because a code, judiciously contrived and observed, will give to radio the virility, health and stability it must have to condition it for any eventuality short of Government intervention. And a healthy radio will frustrate overt moves toward Government ownership. Competition will take its toll. After all, that's the American way.

Burridge Davenal Butler

ON THE OCCASION OF YOUR EIGHTIETH MILESTONE, GREETINGS AND CONGRATULATIONS. MANKIND IS BETTER OFF BECAUSE OF YOUR LEADERSHIP, INSPIRATION AND SELFLESS GENEROSITY.

THAT was the message from us to the venerated publisher and broadcaster on Feb. 5 at his winter home in Phoenix, when he was still active in the direction of WLS, KOY, KTUC, the *Prairie Farmer* and the *Arizona Farmer*. Last Tuesday death came following complications resulting from a fall.

Burridge Davenal Butler had been a man with a mission from the day he first sniffed printer's ink. By 40 he had owned 15 different newspapers, every one a success. At 58 he ventured into radio, acquiring WLS. He viewed it as an aural companion of the *Prairie Farmer*—the "Voice of Agriculture," he called it. How completely this station has served its aim may be judged by the fact that it has received more than 19-million listener letters in 18 years.

The story of Burridge Butler is a saga of both American journalism and American radio. He viewed them as synonymous. He once said: "No one can own a radio station any more than he can own a church. We can only consider it a stewardship, for which we are responsible to the people."

Arthur Page, long associated with Mr. Butler, said of his revered chief in the current *Prairie Farmer*:

Here was a man who dreamed big dreams and galvanized them into action and results. One can hardly quote him without exclamation points. Perhaps never in one human being was there such a combination of driving energy, of hatred for sham and falsehood, and tender idealism and soft sentiment, as in Burridge Davenal Butler.

Radio has benefitted because there was a Burridge Butler as a warrior in its cause. Radio's sympathies are extended to his bereaved widow and to his co-workers who can do no better than continue in the Burridge Butler tradition.

Our Respects To—

BEVERLY THOMPSON WHITMIRE

HONESTY sometimes produces momentary discomforts for those readily confessing inadequacies. But it also pays handsome dividends to its loyal subscribers. Beverly (Bevo) T. Whitmire's reward for courageous exercise of this rich virtue was appointment as manager of WFBC Greenville, S. C.

Mr. Whitmire got his desserts in this fashion:

WFBC took the air with 250 w on 660 kc May 20, 1933. Mr. Whitmire at that time was assuring citizens attractive news fare at his assistant city editor's desk at *The Piedmont*, Greenville's afternoon newspaper. He also was serving parttime as a newsphotographer for that publication.

Fearful that a few blades of grass might spring from beneath his shoes, he resolutely set out to find an avenue into radio.

A local photo finishing company provided the opportunity. It placed him on the air once a week with a show entitled, *Thrills of News Photography*. Mr. Whitmire utilized an imaginary scrapbook of news pictures as the dramatic vehicle for bringing to life before his audience news stories he had covered.

The post of WFBC manager became vacant a few months after station began operation. Mr. Whitmire started a campaign to get the job, knowing full well that he was lacking in the experience pre-requisite.

Abundantly armed with confidence and courage, he set off for the office of ex-Senator Roger C. Peace the station's publisher-owner. His six-word appeal, if nothing more, was disarming:

"Send me around to run it," implored the radio neophyte.

"What do you know about radio?" was the not unreasonable retort.

"Nothing, but I'll run the little thing for you," honestly but confidently responded Mr. Whitmire.

The station owner's deep grunt terminated negotiations that day.

Two weeks later Mr. Whitmire was startled to receive instructions from Mr. Peace to "go around and run it."

"Any instructions?" Mr. Whitmire asked.

"Stay out of my hair and stay off the air" was the crisp reply.

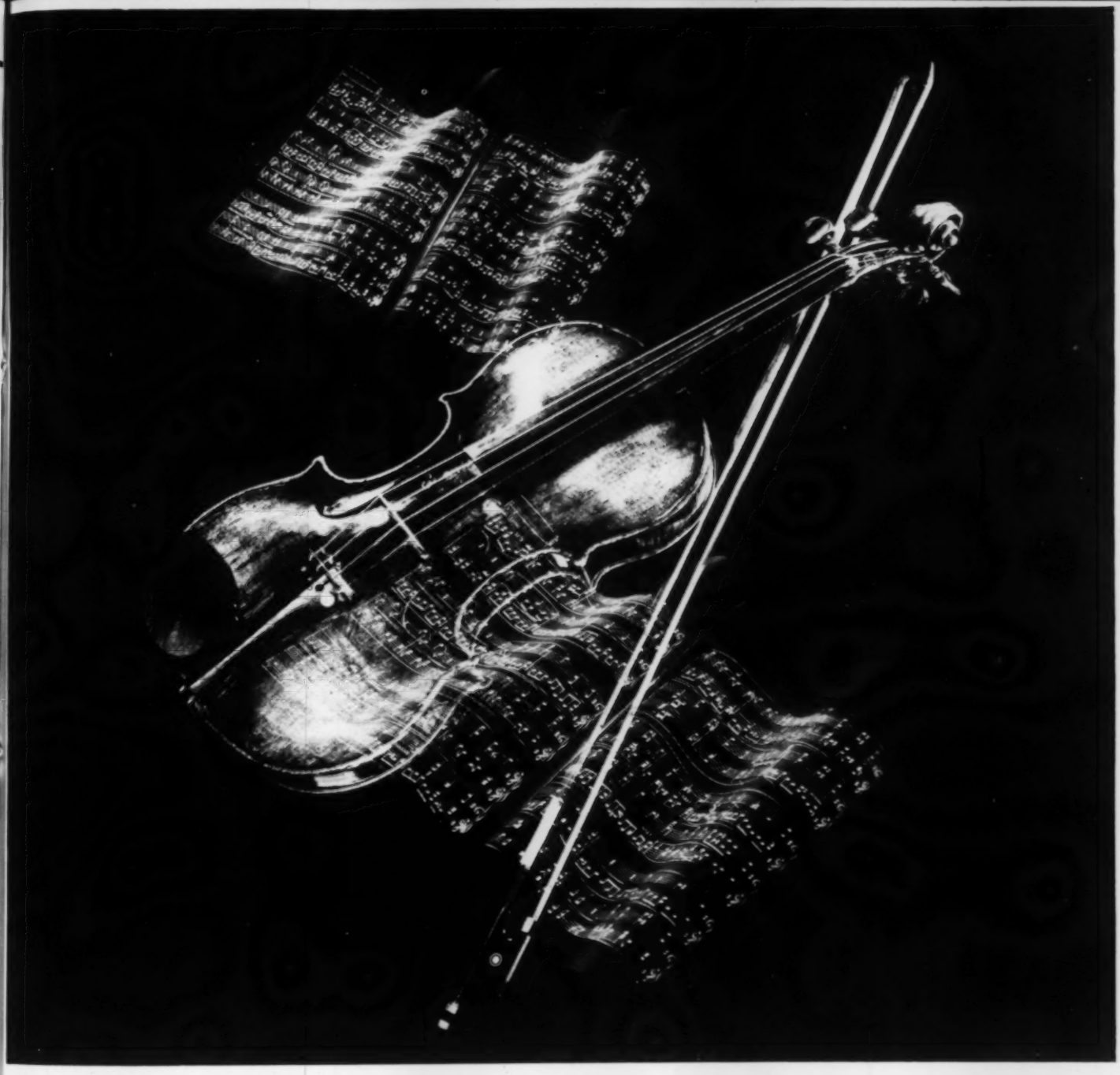
"Hours?" inquired Mr. Whitmire.

"Quit when you get through," he was advised.

"That's all?" Mr. Whitmire wanted to know.

"That's all," was the laconic reply offered by Mr. Peace in promoting Mr. Whitmire from virtual obscurity in the industry to the post

(Continued on page 58)



MUSIC WEAVES A SPELL Good music weaves a spell that attracts and holds listeners, keeps them close to the station that gives them the music they love. More than half a million families in and around New York spend so much time listening to WQXR and WQXR-FM that no other station can reach them so effectively. And because these music lovers are better-income families in the world's biggest and richest market . . . advertisers find them valuable and profitable customers. For bigger sales more easily made, use the stations distinguished for good music and the news bulletins of The New York Times.

WQXR

. . . and WQXR-FM
Radio Stations of The New York Times

Respects

(*Continued from page 56*)

of WFBC station manager.

In the 15 years since Mr. Whitmire took over its management WFBC has been highly successful. It will soon begin operating a powerful FM station.

Mr. Whitmire's popularity began spreading at phenomenal speed throughout the community. He became known to Greenville's man on the street simply as "a swell guy," to commentator Robert St. John as "a unique raconteur," and to singer Conrad Thibault as "an excellent host." Author Glenn Allan describes him as being "completely uninhibited."

Intimates suggest that people who say "there's only one like him," are guilty of gross understatement.

Now, as general manager of a 5-kw NBC outlet, owned and operated by the News-Piedmont Co., Mr. Whitmire, familiarly known as "Bevo," is an outstanding civic leader, with a finger in just about every community pie.

Almost single-handedly he captured the interest and imagination of the community and discreetly squeezed the community pocketbook for enough to acquire a home for Greenville's Little Theatre, which has grown to a membership of 2,400 during his two-year tenure as its president.

Seizing an opportunity to buy an abandoned military theatre, the radio executive spearheaded a successful drive for $25,000 to purchase and remodel the structure. He supervised renovation of the 500-seat theatre, then adjusted his heavy schedule to permit him to play the role of Jim Conover in "The State of the Union."

Love of the theatre is a family characteristic. The radio official's father years ago managed Opera House, a legitimate theatre, in Greenville.

Other Activities

Somehow, despite the multitude of his other activities, Mr. Whitmire finds time to teach a Sunday school class and act as a guardian angel to an Episcopal Brotherhood of high school boys. He has just wound up a term as treasurer of the Greenville Community Chest and is also active in the Kiwanis Club.

Pars are foreign to Mr. Whitmire's golf score cards. Consequently, he finds it more relaxing to spend some of his "spare moments" in his home workshop.

As if his agenda weren't packed full enough, he reserves time in the summer months to take the helm of his sleek yacht "Lollipop" and take friends for cruises down the nearby Saluda River.

But Mr. Whitmire never permits other activities to detract from his home life, for his chief interests are his wife and young daughter.

He married the former Mildred Edwards of Charleston in 1930. Their daughter, Beverly McBee, was nine last Thursday. The family lives in the home in which Mr. Whitmire was born.

The head of the house takes justifiable pride in the concoctions he whips up at the full-size drugstore fountain he installed. Among the visitors duly impressed by the home soda fountain was singer Margaret Speaks, who suggested "Let's change it from Bevo's home to Club Bevo."

Mr. Whitmire's reportorial ability is amply demonstrated when an emergency puts him on the air. When Greenville's largest laundry was destroyed by an explosion and flames a year ago, Mr. Whitmire commandeered the State Highway Patrol chief's car and they sped to the scene. Mr. Whitmire brought listeners an on-the-spot broadcast complete with names of the victims, and interviews with survivors and firemen. This completed, he dashed for the Little Theatre rehearsal only to find himself the only member of the cast on hand. The others were at the fire.

The 44-year old Bevo Whitmire was educated at Sewanee Military Academy, Georgia School of Technology and Columbia U. School of Journalism.

In addition to managing WFBC, he has been an active partner in the Intercity Advertising Co., owner and operator of WAYS Charlotte, WKIX Columbia and WCOG Greensboro. He is one of radio's most energetic ambassadors of good will.

Who sez there's nothing new in radio?

HERE IT IS !

A NEW—ORIGINAL—LIVE

TELEVISION SHOW

featuring

A Unique Quiz and Give-Away Format Never On The Air Before

plus

100% LISTENER PARTICIPATION

For Full Details Write - Phone or Wire

ROSS & ROBERTS RADIO PRODUCTIONS

25th Floor - David Broderick Tower
Detroit 26, Mich. Phone Cadillac 0004

P. S.—Program Also Adaptable For AM Radio.

Proven Enthusiasts

CITIZENS of Cedar City, Utah are avid basketball fans. When it became apparent that play-by-play descriptions of the Branch Agriculture College games at Compton, Calif., could not be carried by KSUB Cedar City due to prohibitive costs, 100 of the local residents contributed $1 to $25 each to pay for the line and remote control charges.

On All Accounts

(*Continued from page 18*)

with these shows Jim finds extensive travel occupying much of his time and duties.

He is married to the former Margaret Brayton, an actress in her own domain whom he met in his production days on the coast. His hobby is golfing, though he admits to a prejudice against Chicago weather which obviates indulging the sport on a year-around basis. He and his wife live in Chicago.

CBS has announced that "The Adventures of Christopher Wells," network's Tuesday night dramatic series, has been commended by National Safety Council for program's contribution to national safety. Program, sponsored by De Soto Division of Chrysler Corp., Highland Park, Mich., is heard 9:30-10 p.m. Tuesdays.

Management

JOSEPH J. HERGET, former manager of WCAW Charleston and WBRW Welch, W. Va., has been appointed manager of WHHT Durham, N. C. Mr. Herget previously was program director for West Virginia Network.

H. W. (Bob) BUMPAS, known as **ROBERT WAYNE** in movie and radio circles on West Coast, has been appointed general manager of WCLA Baton Rouge, new station scheduled to take the air about May 15.

WILLIAM B. MURPHY, former manager of KBLF Red Bluff, Calif., has been appointed manager of KSUH Susanville, Calif., new fulltime station to begin operations in late April on 1240 kc with 250 w. Mr. Murphy was with Oregon and Washington stations prior to war service with the Navy.

ARTHUR MUNDORFF, active in radio since 1929 when he joined WMCA New York as engineer, has been named manager of WWDX(FM) Paterson, N. J. He succeeds **EDGAR H. TWAMLEY,** resigned. WWDX moved into new studios in Paterson's Law Bldg., April 1.

RALPH R. BRUNTON, president of KQW San Francisco, has announced that he will assume managership of the station until a successor is appointed to replace **C. L. McCARTHY,** general manager, who resigned April 1 [BROADCASTING March 29].

MAURICE B. MITCHELL, general manager of WTOP Washington, has been elected to board of trustees of American Cancer Society, District of Columbia Div.

WILLIAM S. PALEY, chairman of board of CBS, is the father of a boy, born March 29 at New York Hospital.

AL LEARY, veteran Canadian broadcaster, former manager of CKCL Toronto, and former part-owner of CHUM Toronto, has applied for a television license for Toronto. His brief, prepared by RCA Victor, Toronto, is to come up before CBC board of governors at May meeting.

CHARLES G. BURKE, general manager of KFGO Fargo, N. D., has been appointed member of Cass County Red Cross general committee in charge of communications. He also has been named to head subcommittee in charge of communications and fund raising for Fargo Disaster Committee, permanent city-wide group.

SAM FANTLE Jr., president of KELO Sioux Falls, S. D., has been elected president of Sioux Falls chapter of Michigan Alumni Assn.

PAUL W. MORENCY, vice president of Travelers Broadcasting Service Corp. and general manager of WTIC Hartford, Conn., has been named state radio chairman for American Cancer Society's 1948 fund drive.

CBS "Sound Off" program starting today (April 5) will be aired Mon. 6:30 p.m. (PDST). Program formerly was heard Sun. 9 p.m.

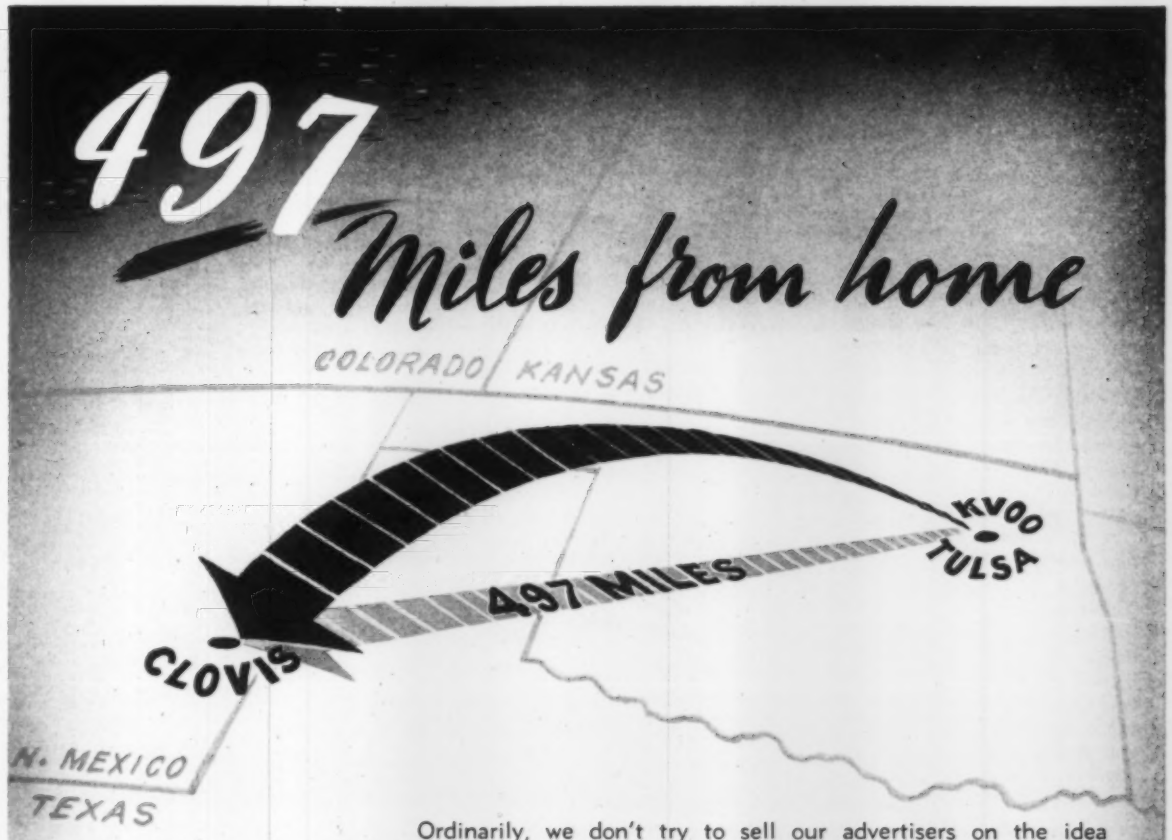
HOME OF P. H. HANES KNITTING COMPANY

Hanes underwear and hosiery are known and worn the world over. Another big industry within sight of the WAIR tower. Just a part of the great market awaiting the buyer of WAIR time.

WAIR

Winston-Salem, North Carolina
Representatives: The Walker Co.

497 Miles from home



Ordinarily, we don't try to sell our advertisers on the idea that we regularly serve their customers who live 497 airline miles from our transmitter. But, when listeners from that distance buy time on KVOO to advertise to their own folks . . . well, we thought other advertisers ought to know about it!

The Chamber of Commerce out in Clovis, New Mexico, 497 airline miles from Tulsa, now sponsors a half-hour "Clovis Campfire" program on KVOO every Saturday night to tell and **sell** their friends and **our** friends on Clovis, the "Cattle Capital" of the west! Produced in Clovis, this show is designed to invite people from all over the west to visit Clovis on business and pleasure. The first broadcast drew mail from 16 western states so evidently a lot of folks like to gather 'round the KVOO Clovis Campfire on Saturday nights to hear a swell show!

Thanks, Clovis, for inviting us to be "pardners" with you in sending the "Clovis Campfire" to **your** friends and **our** friends all over the west!

50,000 WATTS ON 1170 KC
KVOO
TULSA
OKLAHOMA'S GREATEST STATION

EDWARD PETRY & COMPANY, INC.
National Representatives

NBC AFFILIATE UNLIMITED TIME

TV CAN BECOME MAJOR AID TO MOVIES—LASKY

JESSE L. LASKY, veteran of 35 years in the motion picture business, declared television can be the greatest salesman motion pictures ever had in an interview on WCAU-TV Philadelphia.

In the Quaker City to attend the Pennsylvania premiere of "The Miracle of the Bells," which he produced, he told the video audience that television is here to stay and that Hollywood had better recognize it. He announced that he planned to launch his next film discovery on television prior to any film appearance.

"You can't underestimate a product that goes right into the homes of the public you hope to reach," he told Harold Hadley, WCAU-TV news editor. "Instead of attacking television, Hollywood would do well to adapt it to various uses. If we acknowledge it as a competitor, we are not going to be able to serve the best interests of all concerned."

The producer declared that trailers soon will be standard advertising on television screens. He said that he felt the day is not far distant when the major studios would be making film shorts for television use.

ABC STOCK

Price Amendment Will Be Added

EXPLANATION of the basis on which affiliate stations would be offered stock is contained in an amendment filed by ABC with the Securities and Exchange Commission to its original request for sale of 250,000 shares of its $1 par value stock [BROADCASTING, March 1].

Plans call for sale of the stock as soon as SEC approves the registration statement and makes it effective. The ABC amendment states that a particular time for the statement to become effective will be requested in a "so-called price amendment" to be filed at a later date. Price, however, cannot be announced until SEC approval is obtained.

According to the amendment, the number of shares offered to each affiliate station will be determined on the basis of compensation received by the station from the network during 1947, with adjustments made for rate changes since that time.

A minimum of 100 shares would be offered to each affiliate with the number in every case a multiple of 100 shares. Each station would be notified of the "firm offering" or the number of shares being offered it and would be furnished a subscription form to be filled out and returned in a specified time.

Each station would then have the further right to subscribe, subject to allotment, for such additional number as he may desire.

★

The company, however, would reserve the right to reject subscriptions of over 36,000 shares to one person. If any extra shares remain after the affiliates have had their chance, the company may offer them to outsiders, but according to the amendment, no such persons have yet been selected.

Proceeds would be used for capital expansion with tentative plans calling for expenditure of $5,325,000. Of this, about $2,000,000 would be spent in 1948 and the balance in 1949.

Even if the proceeds should be less than $2,000,000, the amendment states, the company intends to proceed with its 1948 expansion program in New York, Los Angeles, Chicago, San Francisco and Detroit on the assumption that any deficiency in available funds will be provided from undistributed earnings or borrowing or sale of other securities in 1948.

More funds will be necessary in 1949, says ABC, in order to carry out the balance of the expansion program. No present plan exists, however, with respect to terms or nature of any future financing.

New Series Is Announced By Broadcasters Guild

OFFERING a five-weekly, 15-minute transcribed series known as *The Road To Gold*, James Parks, Hollywood vice president of Broadcasters Guild, today announced the firm's latest program presentation

Dramatizations are stories behind an estimated $260,000,000,000 of treasures scattered throughout the world, according to official U. S. government estimates.

Packaged by Gilbert A. Ralston & Assoc., *The Road To Gold* will be produced by 29:30 Productions Inc., Hollywood, under supervision of Stuart D. Ludlum. Mr. Ralston is director of nighttime radio for Procter & Gamble Co., Cincinnati.

Heads Bond Drive

THOMAS H. YOUNG will head the Advertising Council's U. S. Savings Bond campaign as coordinator, the council announced last week. Mr. Young, director of advertising for U. S. Rubber Co. since 1939, served for five years as a director and sponsor member of the Advertising Council, and was elected to rejoin the board this year as a representative of advertisers. He also is a board member of the Assn. of National Advertisers, and has been associated with U. S. Rubber and its subsidiaries since 1916, except for service in the Army during World War I.

Commercial

GEORGE H. LARUE, former manager of San Francisco office of Long Adv. Service, and previously with ABC Spot Sales, has joined KFBK Sacramento, Calif., as sales manager.

R. HENRY NORWEB Jr., former sales promotion manager of WHK Cleveland Ohio, has moved to sales staff of that station, and **THOMAS R. GRAHAM**, of promotion department of WHK, has been named salesman for WHKX (FM).

LLOYD P. BURNS, with advertising department of Home News Publishing Co. New Brunswick, N.J. for 10 years, has assumed his new position as commercial manager of WDHN New Brunswick. WDHN is Daily Home News' 1-kw FM station, which is scheduled to go on the air this spring.

WILLIAM C. MEYERS, sales promotion manager for WGN Chicago since 1945, has been appointed television salesman for WGN-TV. Replacing him as sales promotion manager is **DONALD A GETZ**, former coordinator of research in station's commercial department.

WALTER GRAU, formerly of KIST Santa Barbara, Calif., has joined KEEN San Jose, Calif., as sales manager.

JAMES R. CONNOR, formerly with San Francisco office of Forjoe & Co., national station representative, has been appointed manager of firm's Chicago office.

JOHN S. LLOYD, sales manager for WACE and WACE-FM Chicopee, Mass. has opened sales offices at the Hotel Worthy studios of WACE in Springfield, Mass. **CHARLES M. TEAGUE** has joined station's sales force.

BRANHAM Co. has been appointed as national representative for WEWS(TV) Cleveland, Ohio.

J. NOLAND FRANZ has been appointed administrative assistant-comptroller of KMBC-KFRM Kansas City. He will assist **ARTHUR B. CHURCH**, president and **KARL KOERPER**, vice president and managing director.

JOSEPH HERSHEY McGILLVRA has been appointed representative for WFHG Bristol, Va.

ROBERT S. KELLER Inc., New York has been appointed as national sales promotion representative of WWOS Woonsocket, R. I.

NAOMI FINE, head of presentations divisions of the MBS sales promotion department, has been appointed manager of sales promotion services for CBS television effective April 5.

WMBG
RICHMOND, VIRGINIA
IS ALWAYS
A STEP AHEAD

√ IN SALES
√ IN SERVICE
√ IN SATISFACTION
√ IN SOUND
√ IN SIGHT*

*WMBG's Television Station, WTVR, will soon join the ranks of other pioneer Television Stations . . . Now on the air! Our FM Station, WCOD, is currently celebrating its first year of 18½ hours per day continuous service.

WHEN PLANNING YOUR CAMPAIGN PLAN ON USING

WMBG
The Station of Progress
5000 Watts
AFFILIATED NBC

REPRESENTED BY JOHN BLAIR & COMPANY

WSLI
JACKSON MISSISSIPPI

CALL LETTERS for SALES
W-S-L-I

According to Mississippi Business Review, sales tax collection indexes were up 19.4 January '48 over January '47. In Mississippi's buying market, WSLI is the power-full station to ring up the $ mark! 5000 Watts day and night, WSLI means sales in Mississippi.

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

KEX

the Westinghouse station serving Portland, Oregon (19th in retail sales) and its trading area (one of America's richest and fastest-growing markets)

NOW

increases its power from 5,000 to 50,000 watts.* For advertisers this means one-station coverage of most of the Oregon market, plus a substantial slice of Washington. If you want to sell the Pacific Northwest, do it the *power*ful way: use KEX with its

50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc • KYW • KDKA • WBZ • WBZA • WOWO • KEX

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

*BMB maps of KEX coverage are obsolete after April 8, 1948. In preparation: a "mail-map" to define new coverage

ACTIONS OF THE FCC

MARCH 26 TO APRIL 1

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

March 26 Decisions . . .

DOCKET CASE ACTIONS

Petitions Denied

Announced memorandum opinion and order denying petitions for rehearing filed by Easton Pub. Co., Easton, Pa., and Steel City Bcstg. Co. of Bethlehem, Pa. Inc., directed against decision of Commission granting application of Allentown Bcstg. Co. for new station Allentown, Pa., and denying petitioners' mutually exclusive applications for same facilities and Allentown, respectively. Comr. Jones considered that petition of Easton Pub. Co. should be granted.

Petitions Granted

Announced order granting petitions for rehearing of Interstate Bcstg. Corp. (KLO), Ogden, Utah, and Lakeland Bcstg. Co. (WLAK), Lakeland, Fla., insofar as they request that grant made of application of Missouri Bcstg. Corp. (to change facilities of WIL St. Louis, from 1230 kc 250 w unl to 1430 kc 5 kw unl.) be set aside, that record be reopened, that further hearing be held, and that petitioners be made parties to such proceedings. Further ordered that decision of Jan. 16, to extent that it grants application of WIL be set aside, that record in proceeding be reopened for further hearing at Washington, D. C., on April 26, on limited issues; made KLO and WLAK parties to proceeding.

AM—1550 kc

Announced order making final proposed decision and granted application of Fulton County Bcstg. Corp. for new station Atlanta, Ga. 1550 kc 50 kw-D 10 kw-N unl. DA-N, subject to CAA approval of ant. system and trans. site. Commission ordered that exceptions filed by WSOC Charlotte, N. C., be dismissed.

March 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WCFL Chicago—Mod. CP increase power, etc., for extension of completion date.

Acquisition of Control

KOIL Omaha, Neb.—Voluntary acquisition of control of licensee corporation by James Stuart and family thru sale to issuing company of common and preferred stock holdings of Stuart Investment Co. by Charles T. Stuart and family.

Modification of CP

KAUS Austin, Minn.—Mod. CP new standard station for extension of completion date.

Acquisition of Control

WDGY Minneapolis—Voluntary acquisition of control of licensee corporation by James Stuart and family thru sale to issuing company of common and preferred stock holdings of Stuart Investment Co. by Charles T. Stuart and family.

License for CP

WVIM Vicksburg, Miss.—License to cover CP new standard station.

Acquisition of Control

KFOR Lincoln, Neb.—Voluntary acquisition of control of licensee corporation by James Stuart and family thru sale to issuing company of common and preferred stock holdings of Stuart Investment Co. by Charles T. Stuart and family.

Modification of CP

KFDM Beaumont, Tex.—Mod. CP increase power, etc., for extension of completion date.

ACCEPTED FOR FILING

Modification of CP

KRFM Fresno, Calif.—Mod. CP new FM station for extension of completion date.

Transfer of Control

KRCC Richmond, Calif.—Voluntary transfer of control from John Galvin Jr. to Leo E. Owens by sale of 208 sh. capital stock of permittee corporation.

Modification of CP

WWXL-FM Peoria, Ill.—Mod. CP new FM station. AMENDED to change ERP from 20 kw to 49.2 kw, ant. height above average terrain from 500 ft. to 371 ft. and make changes in ant. system.

WNJD Meadville, Pa.—Mod. CP new FM station for extension of completion date.

KDNT-FM Denton, Tex.—Same.

KPRC-FM Houston, Tex.—Mod. CP new FM station to increase ant. height above average terrain to 371 ft., and make changes in ant. system.

WCOD Richmond, Va.—Mod. CP new FM station for extension of completion date.

License Renewal

Applications for renewal of standard broadcast station license filed by: KLOK San Jose, Calif.; WHOO Orlando, Fla. Applications for renewal of FM broadcast stations license filed by: WEBC-FM Superior, Wis.; WHFM Rochester, N. Y.

TV—66-72 mc

Florida Bcstg. Co., Jacksonville, Fla.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 14.8 kw, aur. 7.4 kw unl.

TV—186-192

Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 23.1 kw, aur. 11.65 kw unl.

TV—210-216 mc

Copper City Bcstg. Corp., Utica, N. Y.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 15 kw, aur. 11.3 kw unl.

TV—76-82 mc

United Detroit Theatres Corp., Detroit,—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 6.05 kw, aur. 3.5 kw unl. AMENDED to increase ERP to vis. 16.4 kw, aur. 8.2 kw.

TV—82-88 mc

George E. Cameron Jr., Tulsa, Okla.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 16.55 kw, aur. 8.53 kw unl.

Modification of CP

WCAU-TV Philadelphia—Mod. CP new commercial television station for extension of completion date.

TV—192-198 mc

Larus & Bro. Co. Inc., Richmond, Va.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 23.5 kw, aur. 11.75 kw unl.

TV—180-186 mc

Wisconsin Bcstg. System Inc., Milwaukee—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 26 kw, aur. 13 kw unl.

License for CP

KCVN Stockton, Calif.—License to cover CP new non-commercial educational (FM) station.

APPLICATION RETURNED

AM—1490 kc

J. Leslie Doss, Decatur, Ala.—CP new standard station 1490 kc 250 w unl. RETURNED March 19, incomplete.

TENDERED FOR FILING

AM—610 kc

Afro-American Bcstg. System Inc., Hopkins Park, Ill.—CP new standard station on 610 kc 1 kw unl. DA.

TV—76-82 mc

R. L. Wheelock, W. L. Pickens and H. H. Coffield d/b as San Antonio Television Co., San Antonio, Tex.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 17.86 kw, aur. 8.94 kw.

March 29 Decisions . . .

DOCKET CASE ACTION

Announced proposed decision looking toward denial of application of Bremer Bcstg. Corp. for increase in power of WAAT Newark, N. J., from 1 kw to 5 kw, DN, make changes in DA and install new trans. Hearing examiner's recommended decision is attached to Commission's proposed decision.

BY THE COMMISSION

Hearing Designated

Television California, San Francisco—Designated for hearing application for television station on Channel 11, in consolidated proceeding with applications in Docket 7281 et al for television stations to operate on channels allocated to San Francisco-Oakland mentropolitan district; hearing to be held April 5.

Petition Denied

WCAR Detroit—Denied petition of WCAR Inc. requesting that Commission review ruling of presiding officer postponing taking of testimony with respect to application of UAW-CIO Bcstg. Corp. until April 1.

ACTIONS ON MOTIONS

(By Commissioner Jones)

Vindicator Printing Co., Youngstown, Ohio—Granted petition for continuance of consolidated hearing re Dockets 8761 et al, to June 14 at Youngstown.

WLOE Leaksville, N. C.—Granted petition for continuance of hearing scheduled for April 2 to June 3.

WBBZ Ponca City, Okla.—Granted petition to dismiss without prejudice application.

H. J. Griffith Bcstg. Co., Norman, Okla.—Granted petition to dismiss without prejudice its application.

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—Dismissed as moot petition requesting continuance of hearing set for April 6.

Muskogee Broadway Bcstg. Co., Muskogee, Okla.—Granted petition to dismiss without prejudice its application.

KGB San Diego, Calif.—Granted petition for leave to intervene in proceeding on applications for new station at Whittier, Calif.

Mid-County Bcstg. Co., Port Neches, Tex.—Granted petition for leave to amend its application to specify 1210 kc 250 w D in lieu 1290 kc 500 w D; and amended application was removed from hearing docket.

The Connecticut Electronics Corp., Bridgeport, Conn.—Granted petition for leave to amend its application to amend articles of incorporation to decrease par value of common stock, etc.

Don Lee Bcstg. System, San Francisco—Granted petition for leave to amend its application to revise technical data, etc.

The Toledo Blade Co., Toledo, Ohio—Granted petition for leave to amend its application.

The Midwestern Bcstg. Co., Toledo, Ohio—Denied petition requesting that Commission designate an early hearing date for proceeding on its application.

WFSS Coram, N. Y.—Granted petition for continuance of hearing from March 29 to May 31 at Coram.

(Continued on page 64)

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

20.7

IN YOUNGSTOWN

C. E. Hooper October-February, 1946-47

Consistently Beats All Competition on Stations From Coast-to-Coast!

WRITE

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

Hollywood

New York • Chicago

TECHNICAL K.O.

WKRC Boxing Squad Breaks Win Streak of Papers

BREAKING a chain of championship winners sponsored by newspapers, the team backed by WKRC Cincinnati this year tied for the team championship at the Golden Gloves Tournament in Chicago.

The 1948 Golden Gloves Tournament of Champions boasted entries from 38 major cities of 31 states under the sponsorship of newspapers in 36 cities and stations in only two cities. The WKRC team tied with the *Oklahoma City Oklahoman* team in point standings with 20 points each and produced two champions and one runner-up, the same honors as were won by the *Oklahoman*. WKRC for its second year conducted the city championship in Cincinnati and KWDM Des Moines sponsored for its first year the local championship contest in that city.

New WSKI Studio

OPENING of a new branch studio in Barre, Vt., by WSKI Montpelier, Vt. (250 w, 1240 kc) on March 21 was officiated over by Barre's Mayor Willey, who dedicated the studio to the better service of the twin cities. B. M. Jacobsen, co-manager of the station with Carl R. Taylor, will be in charge of the Barre studio.

CONVENTION BOUND??

Something Special

YOUR STATION CALL LETTERS ON RCA VELOCITY MIKE TYPE 44 BX, HANDPAINTED IN OILS ON FINE ALL WOOL TIES.

TIE COLORS Are:

Light Gray,
Light Blue,
Tan, Maroon,
Brown, Maize

Only $6.00

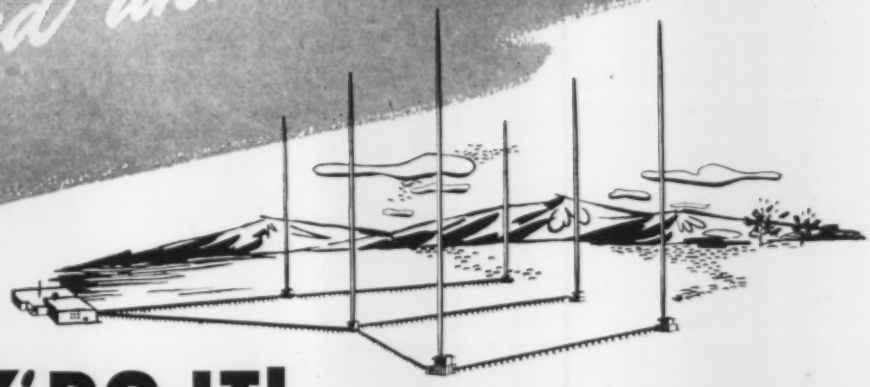
Six for $30.00

Check or Money Order, No COD's

LO-LAN CRAFTS COMPANY

Box 1782, Hartford, Conn.

Want a radio station designed and built?



LET *Andrew* DO IT!

The Monona Broadcasting Company, Madison, Wisconsin, had the money but no station. Faced with "impossible" allocation difficulties, they called on Andrew engineers, who succeeded in finding a frequency and designing a directional antenna system. Thus, WKOW was born. Within ten months after the construction permit was granted, Andrew engineers completely designed, built, tuned, and proved performance of a six-tower 10 kw. station—an unusually difficult engineering feat accomplished in record-smashing time. A complete "package" of Andrew transmission line and antenna equipment was used, again emphasizing Andrew's unique qualifications: Complete engineering service with unsurpassed equipment.

Mr. Harry Packard, General Manager of WKOW, wrote:

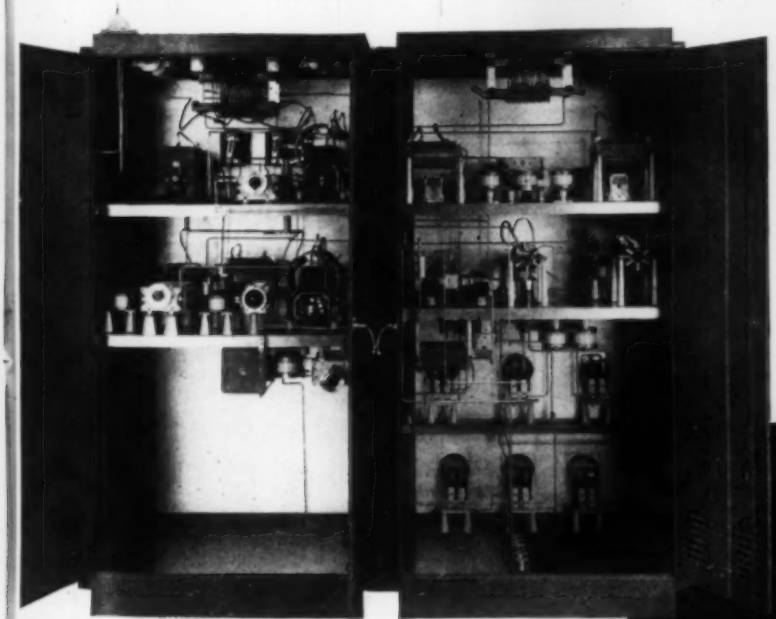
"Speaking for the entire staff of WKOW, I would like to congratulate the Andrew Corporation on the remarkable engineering job it performed in helping us get WKOW on the air.

We feel that the technical perfection of our installation is due in great part to the efficiency of Andrew equipment and engineering service.

In particular we wish to thank Mr. Walt Kean of the Andrew Broadcast Consulting Division who was responsible for conceiving and designing the installation, supervising construction of all antenna equipment, and doing the final tuning and coverage surveys."

A total of 13,618 feet of Andrew transmission line and complete phasing, antenna tuning, phase sampling and tower lighting equipment went into this job, complementing the best in engineering with the ultimate in radio station equipment.

So, just write Andrew when you are ready to enter the broadcasting field. Andrew will get you on the air.



ANDREW

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19

TRANSMISSION LINES FOR AM, FM, TV • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICE

FCC Actions

(Continued from page 62)

Decisions Cont.:

WEMB San Juan, P.R.—Granted petition for leave to amend application to add aerial photographs of proposed trans. site.

Pryor Dillard, Raymondville, Tex.—Granted petition for leave to amend his application to specify 1 kw-D and 500 w-N DA in lieu 250 w unl. 1380 kc; and amended application removed from hearing docket.

WTOD Toledo, Ohio—Granted petition for reinstatement of application as amended to request 1470 kc 1 kw unl.

Tytex Bcstg. Co., Tyler, Tex.—Granted petition in part for dismissal of application and ordered that application be removed from hearing docket.

KNOE Monroe, La.—Granted petition for continuance of consolidated hearing from March 29 to April 28.

Crescent Bay Bcstg. Co., Santa Monica, Calif.—Granted in part petition to amend its application to specify 1 kw in lieu 250 w D on 1460 kc, insofar as petition requests reconsideration of amended application, it is dismissed.

California Bcstg. Co., Santa Monica, Calif.—Granted petition for leave to amend its application to specify 500 w in lieu of 250 w 1460 kc D.

Interstate Circuit Inc., Dallas, Tex.—Granted petition to dismiss without prejudice its application for TV station.

KTOW Oklahoma City—Denied petition for enlargement of issues in re application.

WWBZ Vineland, N. J.—Granted petition for continuance of hearing from March 29 to April 16.

WMUS Muskegon, Mich.—Granted petition for extension of time to April 22 in which to file proposed findings.

Donald W. Reynolds, Okmulgee, Okla.—Granted petition in part for continuance of hearing from April 6 to April 16 denied insofar as petition requests deletion of issues 1 and 3.

KWTO Springfield, Mo.—Granted petition for continuance of hearing from March 31 to April 30.

KCVR Lodi, Calif.—Granted petition for leave to amend its application with respect to trans. site and coverage.

The Nutmeg State Bcstg. Co., Waterbury, Conn.—Granted petition for leave to amend its application to show purchase of issued stock, etc.

Harold Thomas, Waterbury, Conn.—Granted petition to dismiss without prejudice TV application.

Continued consolidated hearing on applications of Lehigh Valley Bcstg. Co. et al, from May 26 at Allentown, Pa. to June 16 at Allentown; June 17 at Bethlehem, and June 18 at Easton, Pa.

March 29 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

WJJJ Montgomery, Ala.—Voluntary assignment of CP from Joseph G. Mathews, E. Judkins Mathews and John C. Mathews d/b as Southern Bcstg. Co. to Southern Bcstg Co. Inc.

License for CP

KDAN Oroville, Calif.—License to cover CP new standard station.

Assignment of License

KFNF Shenandoah, Iowa—Voluntary assignment of license from KFNF Inc. to Capital Bcstg. Co.

License for CP

WMMI Marquette, Mich.—License to cover CP new standard station.

License for CP

WREX Duluth, Minn. — License to cover CP new standard station.

Modification of CP

WHB Kansas City—Mod. CP change frequency, etc., for extension of completion date.

AM—1580 kc

Eagle Printing Co., Butler, Pa.—CP new standard station 1600 kc 1 kw D. AMENDED to change frequency from 1600 to 1580 kc.

License for CP

KVOG Ogden, Utah—License to cover CP new standard station.

Assignment of License

KNUZ Houston, Tex.—Voluntary assignment of license from Veterans Bcstg. Co., partnership composed of Max H. Jacobs, Douglas H. Hicks and Tom J. Harling Jr. to Veterans Bcstg. Co., partnership composed of Max H. Jacobs, Douglas B. Hicks, Bailey Swenson and Leon Green.

License Renewal

Application for renewal of standard broadcast license filed by: WKAI Macomb, Ill.

Modification of CP

KPNI Palo Alto, Calif.—Mod. CP which authorized new FM station for extension of completion date.

WKRS Waukegan, Ill.—Same.

WOWO-FM Fort Wayne, Ind.—Same.

WXHR Cambridge, Mass.—Mod. CP new FM station to specify ant. height above average of 445 ft., ERP 20 kw.

WTTH-FM Port Huron, Mich.—Mod. CP new FM station for extension of completion date.

WTCN-FM Minneapolis—Same.

WROW-FM Albany, N. Y.—Same.

License for CP

WGHF New York—License to cover CP new FM station.

Modification of CP

WSTP-FM Salisbury, N. C.—Mod. CP new FM station for extension of completion date.

WSAI-FM Cincinnati—Same.

WMRN-FM Marion, Ohio—Same.

WSJN San Juan, P.R.—Same.

License for CP

WVUN—License to cover CP new FM station.

Modification of CP

KFBA Cheyenne, Wyo.—Mod. CP new FM station for extension of completion date.

WTTG Washington, D. C.—Mod. CP new commercial television station to change ERP from vis. 5.62 kw, aur. 3.42 kw to vis. 17.9 kw, aur. 10.75 kw.

WBZ-TV Boston—Mod. CP new commercial television station for extension of completion date.

TV—174-180 mc

Beck Studios Inc., Minneapolis—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 18.0 kw, aur. 9.0 kw unl.

Modification of CP

WPIX New York—Mod. CP new commercial television station to increase ERP from vis. 16.3 kw, aur. 8.17 kw to vis. 18.5 kw, aur. 9.25 kw.

Modification of CP

WNBK Cleveland—Mod. CP new commercial television station for extension of completion date.

WPTZ Philadelphia—Same.

TV—192-198 mc

Hearst Radio Inc., Milwaukee—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 30 kw, aur. 16 kw unl.

Modification of CP

WBBW Indianapolis—Mod. CP new standard station to increase power from 250 w to 1 kw etc. AMENDED to change frequency from 1550 to 1590 kc.

AM—1260 kc

Cotton Belt Bcstg. Co., Greenville, Miss.—CP new standard station 1190 kc 1 kw D. AMENDED to change frequency from 1190 to 1260 kc.

AM—740 kc

Huntington-Montauk Bcstg. Co. Inc. Huntington, N. Y.—CP new standard station 740 kc 1 kw D DA. AMENDED re stockholders.

License for CP

KFGO Fargo, N. D.—License to cover CP new standard station.

AM—710 kc

The Heights Bcstg. Co., Cleveland.—CP new standard station 710 kc 250 w D. AMENDED re change in directors and stockholders.

AM—1000 kc

Norman Bcstg. Co., Norman, Okla.—CP new standard station 1400 kc 250 w unl. Contingent on KTOK changing frequency to 1000 kc. AMENDED to change name of applicant from: Byrne Ross and W. P. Fowler, partnership d/b as Norman Bcstg. Co. to The Norman Bcstg. Co.

AM—1400 kc

University City Bcstg. Co., Norman, Okla.—CP new standard station 1400 kc 250 w unl. AMENDED re changes in officers, directors and stockholders.

AM—970 kc

KAKC Tulsa, Okla.—CP change frequency from 1570 to 970 kc, hours from D to unl., 1 kw DN. AMENDED to change power from 1 kw to 500 w-N 1 kw-D and change DA-N pattern.

Assignment of License

WMGW Meadville, Pa.—Voluntary assignment of license from H. C. Winslow to Meadville Bcstg. Service Inc.

Assignment of License

WIGN Medford, Wis.—Voluntary assignment of license from Dairyland Bcstg. Service Inc. to George F. Meyer.

Modification of CP

KONG Alameda, Calif.—Mod. CP new FM station for extension of completion date.

Modification of CP

WCON-FM Atlanta, Ga.—Mod. CP new FM station for extension of completion date.

WBCA Schenectady, N. Y.—Same.

WAIR-FM Winston-Salem, N. C.—Same.

WFIN-FM Findlay, Ohio—Same.

WEST-FM Bethlehem, Pa.—Same.

FM—104.7 mc

Columbia - Montour Bcstg. Corp. Bloomsburg, Pa.—CP new FM station (Class B) on Channel 284, 104.7 mc, ERP 2.52 kw and ant height above average terrain 169.3 ft.

Modification of CP

WKWK-FM Wheeling, W. Va.—Mod. CP new FM station for extension of completion date.

License Renewal

Applications for renewal of standard broadcast stations license filed by KGKL Henderson, Tex.; WEWO Laurinburg, N. C.; WGAR Cleveland.

TENDERED FOR FILING

Modification of CP

KTMP El Dorado, Kans.—Mod. CP to reinstate expired CP for new station 1360 kc 1 kw D.

WLDY Ladysmith, Wis.—Mod. CP increase power from 100 w to 250 w unl.

(Continued on page 68)

N. Y. TV Ownership Up 100% Since Jan.

TELEVISION ownership in the New York metropolitan area increased more than 100% from January to March, with every indication of continued growth, The Pulse Inc. reported last week at the conclusion of its third monthly exploratory survey of video audiences in that area. Survey covered personal interviews with 3,500 families in ten counties in New York and northern New Jersey.

Middle and lower middle income groups own more than 40% of the video sets, with the poorer homes, including non-telephone homes, spending more time watching television than do their wealthier neighbors. Of the non-telephone homes 94.5% reported use of their video sets "yesterday," as compared to 80.6% of telephone homes.

The five top evening video programs noted during the survey period were the Sunday night hockey game and the Monday evening basketball contest between NYU and Notre Dame on WCBS-TV; WNBT's Friday night boxing matches, WABD's *Small Fry Club*, Monday through Friday, and the same station's birthday party on Thursday, March 4.

Samples were too small for ratings to be given these programs, but The Pulse announced that its regular monthly video rating service will be started in April, ratings to be based on 100 television homes for each quarter-hour studied.

Mr. Wendell Walker
Lauesen & Salomon
Chicago, Ill.
Dear Wendell:

With 5 successful appearances on Hint Hunt . . and the Variety under our belt, might think that WCHS would sit back a-spell. But, went right on with a campaign exposin' Charleston, Wes' Virginia oculists who wuz acceptin' rebates without lowerin' prices . . . Feller, who knows I work at WCHS tol' me "Bout time somebody spoke up fer the common man". . . Now if that's what the common men think of WCHS, Shows that they appreciate the WCHS public service policy . . 5000 watts at 580 serve that policy to almos' all o' West Virginia—meanin' WCHS is the station people listen to in an' around Charleston, Wes' Virginia.

yrs.
Algy.

WCHS
Charleston, W. Va.

WCOA
PENSACOLA
NBC

Wattage now 5000. Day and Night!

Complete coverage in Northwest Florida!

ONLY NBC Station in Northwest Florida!

Audience, over 507,000 listeners!

National Representatives
JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

A Statement in the

Advertisers' Interest

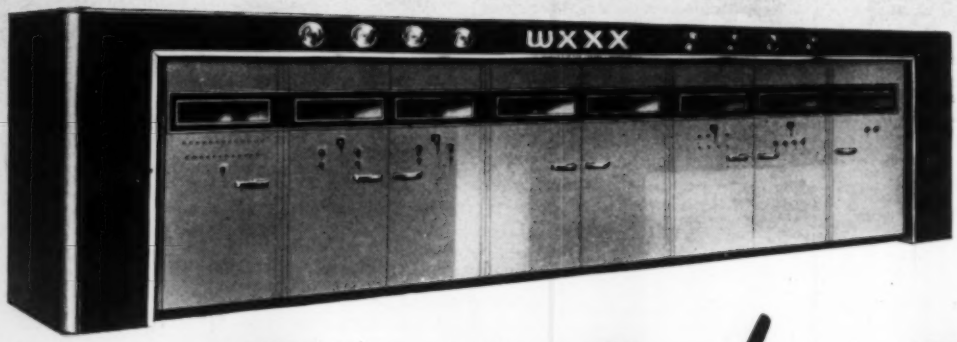
The proposed N. A. B. code wouldn't exist if all radio stations would program their entire schedule with showmanship . . . and spend a greater share of their advertising budget for listener promotion.

KRNT does just that, and enjoys the highest Hooper ratings in Des Moines. At the same time, KRNT is carrying the largest advertising schedule in its history.

That's listener preference . . . advertiser preference too.

Radio Station KRNT

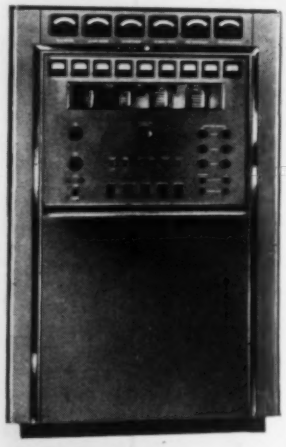
Des Moines, Iowa



50 KW—One of the larger members of the G-E transmitter family. Note wide doors, providing full accessibility for "walk-in" maintenance. Like all high-power G-E transmitters, this model uses transformers filled with a non-inflammable liquid. This eliminates necessity for fireproof vault and lowers installation costs and insurance.

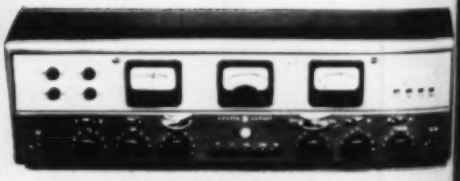
POWER for every

General Electric's complete new line of AM TRANSMITTERS— now in production



1 KW—Compactness is an outstanding quality of this sturdy equipment. Reliable, high-standard performance makes it an ideal transmitter in its power class. Now in stock and ready for *immediate delivery*.

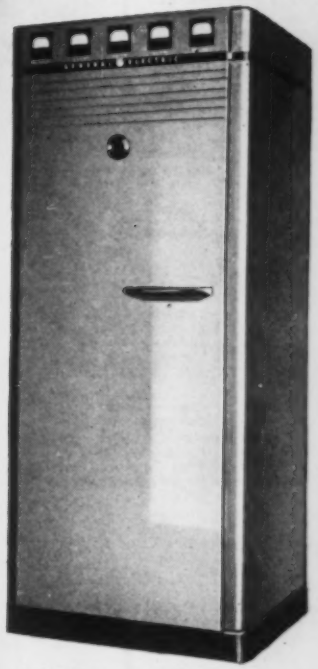
10 KW—Tube switching from the front panel minimizes program outages. This model is a unified assembly of exciter-modulator, power amplifier, and rectifier-control units.



TRANSMITTER-CONTROL CONSOLE

This versatile unit can be used to control a transmitter of any power rating. The de luxe version includes a separate clock panel for timing transmitter interruptions; also, an executive type desk and chair of matching color.

broadcast need!



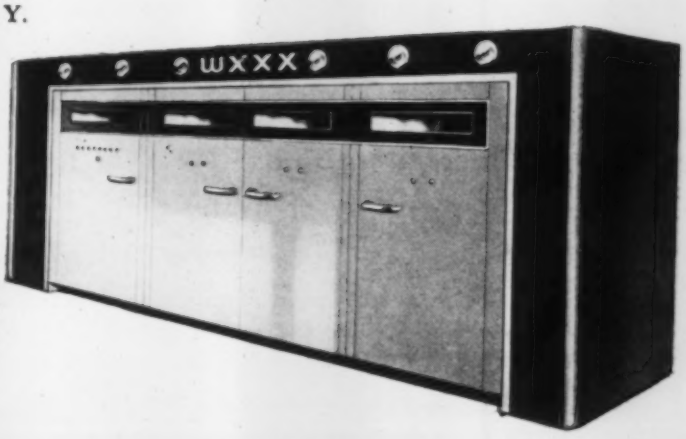
250 Watt—Highest quality performance at lowest operating cost—you profit both ways with this 250-watt AM transmitter. Simplified circuits. Numbers and types of tubes minimized. *Immediate delivery from stock.*

HERE are five outstanding AM units that will help you profit from your station investment. Featuring lower cost per hour of broadcast service, these transmitters are built to one high standard of quality, backed by one source of responsibility. Every detail of this completely new line reflects the unequaled engineering and operating experience of the General Electric Company.*

The G-E line of broadcast equipment covers all your station needs—transmitters from 250 watts to 50,000 watts, complete studio equipment, the AM station monitor and accessory units to fit every requirement.

Whether you are planning a new station or modernizing an existing one, take a big step in the right direction by calling your nearby General Electric broadcast representative (see list below), or write to Transmitter Division, General Electric Co., Electronics Park, Syracuse, N. Y.

*G.E. built its first commercial broadcast transmitter in 1922. Since that time the company has produced broadcast transmitters whose combined power ratings total over 2,500,000 watts.



5 KW—An exclusive G-E feature of this transmitter is the spare tube switching of all high-power stages from front panel. Air-cooled throughout, as are all G-E standard broadcast transmitters.

ATLANTA 3, GA.
187 Spring Street
Walnut 9767

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

DALLAS 2, TEXAS
1801 N. Lamar Street
LD 224

DENVER 2, COLO.
650 17th Street
Keystone 7171

KANSAS CITY 6, MO.
106 W. 14th Street
Victor 9745

CLEVELAND 4, OHIO
710 Williamson Bldg.
Euclid & Public Square
Superior 6822

LOS ANGELES 14, CALIF.
Suite 1300-1301
Security Title Insurance Bldg.
530 West Sixth Street
Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue
Wickersham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street
Pennypacker 5-9000

SAN FRANCISCO 4, CALIF.
235 Montgomery Street
Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, Rm. 105
Schenectady 4-2211

SEATTLE 4, WASH.
10 Second Avenue
Main 7100

WASHINGTON 5, D. C.
806 15th Street N. W.
Executive 3600

SYRACUSE 1, N. Y.—Syracuse 6-4411

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

160-P10-6914

FCC Actions

(Continued from page 64)

Applications Cont.:

TENDERED FOR FILING

TV—186-192 mc

The Birmingham News Co., Birmingham, Ala.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 25.8 kw, aur. 12.8 kw.

FM—104.7 mc

Columbia - Montour Bcstg. Corp., Bloomsburg, Pa.—CP new FM station on Channel 284, 104.7 mc.

AM—1400 kc

Sidney H. Tinley Jr., Baltimore—CP new standard station 1400 kc 250 w unl.

AM—1060 kc

Lowell Sun Pub. Co., Lowell, Mass.—CP new standard station 1060 kc 5 kw unl. DA.

March 30 Decisions . . .

ACTIONS ON MOTIONS
(By the Commission)

Liberty Bcstg. Inc., Grand Rapids, Mich.—Denied petition requesting two-week continuance of hearing re assignment of license of WOOD, presently scheduled March 29-30.

Liberty Bcstg. Inc., Grand Rapids, Mich.—Granted oral petition requesting dismissal without prejudice its application for assignment of license of WOOD; further ordered that application of Grandwood Bcstg. Co. be removed from hearing docket.

(By Commissioner Jones)

Blackhawk Bcstg. Co., Sterling, Ill., and WTAX Springfield, Ill.—Ordered that consolidated hearing scheduled for March 31 in this proceeding, be continued to April 12.

KXRO Aberdeen, Wash.—Ordered that hearing scheduled for March 31 be continued to April 12.

The Four States Bcstg. Co. Inc., Hagerstown, Md.—Granted petition for dismissal without prejudice of its application.

Charles Wilbur Lamar Jr., Morgan City, La.—Commission, on its own motion continued hearing scheduled for March 31 to April 12.

WDGY Minneapolis, Minn.—Granted petition to intrevene in proceeding on application of UAW-CIO Bcstg. Corp.

WJR Detroit—Granted petition for leave to amend its TV application to specify different equipment.

Foundation Co. of Washington, D. C.—Continued hearing scheduled for March 29 to April 29.

The WGAR Bcstg. Co. et al, Cleveland—Continued consolidated hearing on TV applications from May 24 to June 14 at Cleveland.

Columbia Bcstg. System Inc., San Francisco—Granted petition for continuance of consolidated hearing on TV applications from April 5 to May 24 at San Francisco.

(By the Secretary)

KTOW Oklahoma City, Okla.—Granted license for new station 800 kc 250 w day and for change of studio location.

WRFD Worthington, Ohio—Granted license for new station 880 kc 5 kw D.

WAVE Inc., Area of Louisville, Ky.—Granted CP new exp. television relay station.

WLHE Muscle Shoals Bcstg. Corp., Area Muscle Shoals City, Ala.—Granted license for new remote pickup station.

KMYC Marysville, Calif.—Granted mod. license to change studio location.

Following were granted mod. CPs for extension of completion dates as shown: WSFA-FM Montgomery, Ala., to 7-1-48; WRGA-FM, Rome, Ga., to 7-10-48; KVEC-FM San Luis Obispo, Calif., to 5-8-48; WCED-FM DuBois, Pa., to 7-15-48; WDHN New Brunswick, N. J., to 7-13-48; WKPT-FM Kingsport, Tenn., to 7-17-48; KOIN-FM Portland, Ore., to 6-16-48; WCMW-FM Canton, Ohio, to 7-11-48; WCAU-FM Philadelphia, to 5-15-48; WIBA-FM Madison, Wis., to 10-11-48; KCMC-FM Texarkana, Tex., to 6-15-48; WTAD-FM Quincy, Ill., to 9-30-48; WCAU-TV Philadelphia, to 10-15-48.

WBUY Lexington, N. C.—Granted license covering change to 1450 kc, hours to unl. using 250 w and make changes in trans.

WHAW Weston, W. Va.—Granted license for new station 1450 kc 250 w unl. and change studio location.

WFLB Fayetteville, N. C.—Granted license for new station 1490 kc 250 w unl. and specify studio location.

KBUH Brigham City, Utah—Granted license for new station 800 kc 250 w D.

WROL Knoxville, Tenn.—Granted license to use old main trans. for aux. purposes with 1 kw DA-DN.

WJJD Chicago, Ill.—Granted license to use old main trans. for aux. purposes with 20 kw.

WATV Newark, N. J.—Granted mod. CP make ant. changes and increase ERP from vis. 17 kw to 30.5 kw, and aur. 8.3 kw to 15.25 kw.

WKBZ Muskegon, Mich.—Granted mod. CP change type trans.

WDAR Savannah, Ga.—Granted CP make changes in vertical ant. and mount FM ant. on top of AM tower.

KICM Mason City, Iowa—Granted mod. CP change type trans.

WSAV Savannah, Ga.—Granted CP install aux. trans. at present location of main trans. to be operated on 630 kc, 250 w.

WBBQ Augusta, Ga.—Granted CP change trans. and studio locations.

Following were granted extension of completion dates as shown: WRJN Racine, Wis., to 7-21-48; KWK-FM St. Louis, to 10-9-48; WLAN-FM Lancaster, Pa., to 6-13-48; KUGN-FM Eugene, Ore., to 10-7-48; KGBS-FM Harlingen, Tex., to 5-16-48; WSAR-FM Fall River, Mass., to 7-18-48; WMLL Evansville, Ind., to 7-20-48; KFAC-FM Los Angeles, to 7-27-48; WKEU Griffin, Ga., to 5-1-48; WSAU Wausau, Wis., to 7-14-48.

WMIN St. Paul, Minn.—Granted license covering change in trans. location, install new vertical ant. and mount FM ant. on AM tower.

WMPS Memphis, Tenn.—Granted license install aux. trans.

KBGS St. Louis—Granted mod. CP for approval of ant. and trans. location.

WHKK Akron, Ohio—Granted license install. new trans.

KCMC Texarkana, Tex.—Granted mod. CP change type trans. and make changes in ground system.

KUGN Eugene, Ore.—Granted extension of completion date to 10-7-48.

KXRX San Jose, Calif.—Granted extension of completion date to 6-1-48.

WNMP Evanston, Ill.—Granted CP install new trans.

WPTR Albany, N. Y.—Granted extension of completion date to 6-19-48.

KWDM Des Moines, Iowa—Granted license for new station 1150 kc 1 kw DA unl. and specify studio location.

WLBB Carrollton, Ga.—Granted CP reinstate CP install. new trans. on 1100 kc 250 w D.

WTAW College Station, Tex.—Granted CP make changes in vertical ant.

WKMO Kokomo, Ind.—Granted CP reinstate CP install. new vertical ant. and mounting FM ant. on AM tower.

KSKY Dallas, Tex.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

KGSO Granite Dist. Radio Bcstg. Co., Area Salt Lake City, Utah—Granted reinstatement of CP new remote pickup station, and to change type trans.

WTYC Rock Hill, S. C.—Granted mod. CP change type trans., approval of ant. and trans. location and to specify studio location.

Following were granted extension of completion dates as shown: WNAD Norman, Okla., to 8-1-48; WJJJ Montgomery, Ala., to 9-15-48; KFH Wichita, Kan., to 7-14-48; KEYS Corpus Christi, Tex., to 7-14-48; WHAM Rochester, N. Y., to 7-15-48.

March 30 Applications . . .

ACCEPTED FOR FILING

AM—680 kc

WVOK Birmingham, Ala.—CP change frequency from 690 to 680 kc, change hours from D to unl. increase power from 10 kw D to 10 kw DN.

WJHO Opelika, Ala.—Mod. license increase power from 100 w-N 250 w-D to 250 w DN (1400 kc).

KCOK Tulare, Calif.—Mod. CP change frequency, etc., for extension of commencement and completion dates.

AM—1540 kc

James H. Furns, Monroe, Mich.—CP new standard station 1540 kc, power 250 w D.

AM—1340 kc

Oxford Bcstg. Corp., Oxford, N. C.—CP new standard station 1340 kc 250 w unl.

(Continued on page 70)

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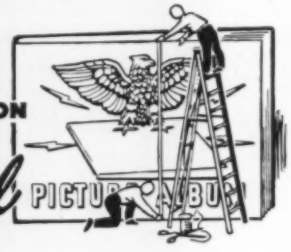

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RADIO PICTURE ALBUMS

Take advantage of the know-how gained by our personnel in almost 10 years of preparing and publishing radio picture albums utilized profitably by nearly 200 stations . . . coast to coast! New plan distributes albums throughout your broadcast area . . . at no cost to you . . . at no cost to your listeners. Will produce new accounts . . . increase station revenue.

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RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

FCC's Application Forms Considered

COMMITTEE on Radio Broadcasting for the Advisory Council on Federal Reports is to meet April 16 at the U. S. Chamber of Commerce, Washington, to consider criticisms of FCC's new application forms prior to their printing. Meeting has been called by Ben Strouse, general manager of WWDC Washington, committee chairman.

Several communications have been received by the Council in reply to its invitation for comment on the forms [BROADCASTING, March 8]. These include suggestions from the FCC Bar Assn. and Frazier & Peter, radio management consultant.

Comments will be received by Russell Schneider, Advisory Council executive secretary, 1615 H St., N. W., Washington, up until the date of the radio committee meeting. Criticism must be confined to procedural and not policy matters, Mr. Schneider stated.

Composed of representatives of national business organizations, the Advisory Council has been formed at the request of the Bureau of the Budget to advise in simplifying and improving questionnaire and reporting procedures of Federal agencies. Mr. Strouse succeeded Wayne Coy as chairman of the Committee on Radio Broadcasting when the latter became FCC chairman.

Zoning Board Considers 2 New Towers for KYW

SPECIAL HEARING has been called for today (April 5) by the zoning board of Whitemarsh Township (Pa.) on the application of KYW for permission to erect two 465-foot transmission towers adjacent to its present transmitting site.

R. E. White, KYW manager, wrote the township that the station wants to bring its transmissions to maximum efficiency, in order to be able to invoke international law against XEDP Mexico City, which is beaming programs on KYW's frequency.

KFRB Fairbanks Becomes CBS' 4th Alaskan Outlet

CBS' fourth Alaskan affiliate, KFRB Fairbanks, joined the network Friday, April 2, operating unlimited time with 1 kw on 1290 kc. Other CBS affiliates in Alaska are KFQD Anchorage, KINY Juneau, and KTKN Ketchikan.

Effective May 10, WIOU Kokomo, Ind., 100 w on 1350 kc, replaces WKMO as the CBS affiliate in Kokomo, the network announced. WCUM Cumberland, Md., operating with 100 w on 1490 kc, becomes a basic supplementary CBS station on May 30, bringing to 175 the total of CBS affiliates.

Capitol Transcriptions
Sunset & Vine
Hollywood 28, California

free!

Please send me without cost...

1. Demonstration Transcription describing Service.
2. Complete details and cost.

Name_____

Position_____ Station_____

Street & No._____

City & State_____

B-45

send coupon today get 16" record free

with complete story of Capitol's low cost Transcription Library that helps you

sell new sponsors

PRAISE for Capitol Library from WIZZ Wilkes Barre, Pennsylvania

"During one month we signed up these sponsors for Capitol Transcriptions shows–all on one-year contracts:

De Soto distributor	12 quarter-hours weekly	Eddie LeMar show
Furniture	3 quarter-hours weekly	Alvino Rey
Jeweler	7 quarter-hours weekly	Jan Garber
Jeweler	2 quarter-hours weekly	Juke Box Review
Jewelry	2 quarter-hours weekly	Lullaby in Rhythm

I am now out to sell Music from Hollywood, an outstanding program if there ever was one."

WIZZ is just *one* of more than *300* stations using the Capitol Library. And *what* a library! Big names? Get these: Peggy Lee, King Cole Trio, Johnny Mercer, King Sisters, Duke Ellington, Stan Kenton, Tex Ritter, Merle Travis, Gene Krupa, just to name a *few*.

Fresh material? Each week you get enough for 27 programs (35 hours). Wide variety? 3000 selections in basic library, with more added all the time. Simple-to-use? Big format catalog makes it A-B-C easy. Cross indexes and filing cabinets provided. Flexibility? Exceptionally so, with musical backgrounds for commercials, and artists' voices on separate tracks.

Quality recording? Vinylite throughout. But hear the proof for yourself. Mail coupon now.

FCC Actions

(*Continued from page 68*)

Applications Cont.:

Assignment of License

WFAK Charleston, S. C.—Voluntary assignment of license from J. B. Fuqua, Mrs. Dorothy Chapman Fuqua and F. Frederick Kennedy, d/b as Charleston Bcstrs. to George Graham Weiss.

AM—1270 kc

Paris Bcstg. Corp., Paris, Tenn.—CP new standard station 1270 kc 1 kw D.

Modification of CP

KNOB Long Beach, Calif.—Mod. CP new FM station for extension of completion date.

KEX-FM Portland, Ore.—Same.

Assignment of CP

WNJD Meadville, Pa.—Voluntary assignment of CP from H. C. Winslow to Meadville Bcstg. Service Inc.

Modification of CP

KFYO-FM Lubbock, Tex.—Mod. CP new FM station for extension of time to complete construction.

WLSU Baton Rouge, La.—Mod. CP new noncommercial educational FM station for extension of completion date.

TV—66-72 mc

Donroy Bcstg. Co., Fresno, Calif.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 15 kw, aur. 7.5 kw unl.

TENDERED FOR FILING

TV—76-82 mc

R. L. Wheelock, W. L. Pickens, H. H. Coffield and John B. Mills d/b as Phoenix Television Co., Phoenix, Ariz.—CP new commercial television station on Channel 5, 76-82 mc, vis. 17.5 kw, aur. 8.7 kw.

AM—1210 kc

Well-Worth Bcstg. Co., Long Beach, Calif.—CP new standard station 1210 kc 500 w D.

Transfer of Control

WARK Hagerstown, Md.—Consent to transfer of control of licensee to Raymond J. Funkhouser.

AM—1540 kc

Grant A. Wood, Hyattsville, Md.—CP new standard station 1540 kc 1 kw D.

Assignment of License

KYNO Fresno, Calif.—Consent to assignment of license to Robert Schuler, Sheldon Anderson, Lester Eugene Chenault and Bert Williamson, partnership d/b as Radio KYNO, The Voice of Fresno.

KOPP KOPP-FM Ogden, Utah—Consent to assignment of license of AM and CP of FM to KOPP Inc.

March 31 Decisions . . .

DOCKET CASE ACTIONS

AM—1480 kc

Announced decision granting application of Radio Wisconsin Inc. for new station Madison, Wis., 1480 kc 1 kw unl. DA, subject to approval of trans. site and ant. system by CAA, and denied petition of applicant for leave to amend to specify 5 kw D in lieu 1 kw unl. Denied application of Edwin Mead for same facilities at Rockford, Ill.

AM—1490 kc

Adopted decision granting application of Village Bcstg. Co. for new station Oak Park, Ill., 1490 kc 250 w unl., and application of Beloit Bcstg. Co. for new station Beloit, Wis., 1490 kc 100 w unl., subject to approval of trans. site and ant. system by CAA. Following applications for 1490 kc 250 w unl. are denied: The Elgin Bcstg. Co. and Vincent G. Cofey, both Elgin, Ill., and Community Bcstg. Co., Oak Park, Ill.

BY COMMISSION EN BANC

FM Authorizations

Authorized cond. grants for one Class A and three Class B FM stations; issued CPs for four Class A and seven Class B outlets and issued in lieu of previous cond. eight Class B CP's (see story this issue).

DESIGNATED FOR HEARING

Bunker Hill Bcstg. Co., Boston—Designated for hearing application for Class B FM station in consolidation with applications of Beacon Bcstg. Co. Inc. et al.

Northern Virginia Bcstrs. Inc., Arlington, Va.—Designated for hearing application for mod. CP to specify Class B instead of Class A operation in consolidation with applications of Montgomery FM Bcstg. Corp., Silver Spring, Md., and Potomac Bcstg. Corp., Alexandria, Va. on April 5.

CP Reinstated

WHEB, Inc., Portsmouth, N. H.—Granted application for reinstatement of CP for Class B FM station; construction to be completed by June 24.

Dana Latham, Executor of Estate of C. Merwin Dobyns (deceased), Los Angeles—Granted application for reinstatement of CP for Class B FM station; extended date of completion to June 27.

Designated for Hearing

WFMZ Penn-Allen Bcstg. Co., Allentown, Pa.—Designated for hearing application for mod. CP to specify Class B operation on Channel 264 (100.7 mc) in lieu of Class A FM; made Allentown Bcstg. Co., permittee of WKAP-FM Allentown, Pa., party to proceeding.

Action Affirmed

Penn-Allen Bcstg. Co., Allentown, Pa.—Adopted memorandum opinion and order affirming action of Secretary granting application of Allentown Bcstg. Co. for additional time to construct its class B FM station at Allentown, Pa. (WKAP-FM); denied petition of Penn-Allen Bcstg. Co. for reconsideration thereof.

March 31 Applications . . .

ACCEPTED FOR FILING

AM—740 kc

The Connecticut Electronics Corp., Bridgeport, Conn.—CP new standard station, 740 kc, 1 kw DA-D. Amended re corporate structure.

AM—610 kc

Afro-American Bcstg. System. Inc., Hopkins Park, Ill.—CP new standard station, 610 kc 1 kw, unl., DA.

AM—1350 kc

Griner-Dillon Bcstg. Co., Bay City, Mich.—CP new standard station, 1280 kc 500 w D. AMENDED to change frequency from 1280 to 1350 kc.

Acquisition of Control

WLAU Laurel, Miss.—Voluntary acquisition of control of licensee corporation from W. A. Beard, Otis Ainsworth, R. H. Boteler, William B. Carter, Frank H. Heidi, Grady B. Tant, Dennis P. Granberry, Charles H. Westpahalen, W. C. DeHority and Perry Johnston to Hugh Smith and Hubert Leggett.

Modification of CP

KNBC-FM San Francisco—Mod. CP new FM station for extension of completion date.

WJAX-FM Jacksonville, Fla.—Same.

License for CP

WLEY Elmwood Park, Ill.—License to cover CP new FM station.

Modification of CP

WKBZ-FM Muskegon, Mich.—Mod. CP new FM station for extension of completion date.

WESB-FM Bradford, Pa.—Same.

License for CP

KTRN Wichita Falls, Tex.—License to cover CP new FM station.

TV—186-192 mc

The Birmingham News Co., Birmingham, Ala.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 25.8 kw, aur, 12.8 kw and unl.

TV—76-82 mc

Central Bcstg. Co., Davenport, Iowa—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. and aur. 22.9 kw, unl.

San Antonio Television Co., San Antonio, Tex.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 17.86 kw, aur. 8.94 kw, unl.

License Renewal

Applications for renewal of standard broadcast stations filed by: KAYX Waterloo, Iowa; WLBB Carrollton, Ga., and WLOA Braddock, Pa.

TENDERED FOR FILING

TV—174-180 mc

Hudson Valley Bcstg. Co. Inc., Albany, N. Y.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 2.4 kw, aur. 1.2 kw.

Assignment of License

KGRH Fayetteville, Ark.—Consent to assignment of license to Fayetteville Bcstg. Co. Inc.

WSKI Montpelier, Vt.—Consent to assignment of license to Montpelier-Barre Bcstg. Co. Inc.

Assignment of CP

WLON Front Royal, Va.—Consent to assignment of CP for FM station to Sky-Park Bcstg. Corp.

AM—1290 kc

WTRF Bellaire, Ohio—CP change hours from D to unl., install DA-N using 1 kw on 1290 kc.

FM—98.9 mc

Bloom Radio Inc., Bloomsburg, Pa.—CP new FM station on 98.9 mc, ERP 14.6 kw.

(*Continued on page 72*)

AMERICA OPPORTUNITY LAND, SAYS SARNOFF

DAVID SARNOFF, president and chairman of the board of RCA, said "the United States today is even more the land of opportunity than it was when I arrived here nearly 50 years ago," in an article which appeared in the April issue of *American Magazine*.

The radio magnate, who started his climb as a $5 a week messenger boy for a New York Postal Telegraph branch, stated that "in America there's luck enough for all." He disputed the argument that opportunities are fewer today than in his youth by reviewing the future of such scientific discoveries as television, weather controllers, and the ultrafax, an RCA developed communication system combining television and facsimile.

"International television is nearer than most people realize," he declared, stating that no technical problems remain unsolved.

"Science is forcing world cooperation upon us, [and] we need more science, not less. But we especially need more social science," Mr. Sarnoff wrote. "Industrial science has been, and will continue to be, lavish with its gifts. Our basic problem in creating a better way of life is to learn how best to accept and use those gifts for our spiritual enrichment and the strengthening of our democracy."

Radio Libel Law Studied At Meeting In Nebraska

FORMULATION of a radio libel measure for introduction in the 1949 Nebraska unicameral session was expected to highlight activities at the annual meeting of the Nebraska Broadcasters Assn. held April 2 at North Platte, Neb.

Harry Peck, KFOR Lincoln, association president, presided over the meeting, which was attended by 20 representatives of 15 stations.

KQV PROPS UP FLOPS!

A recent major Hollywood production was flopping all over the country. The producer's Pittsburgh office decided to try radio as a flop-propper-upper and picked KQV for the job. KQV came through with an interest-arousing contest and turned the picture into a solid hit in Pittsburgh. On its first run, the picture played to capacity houses for two straight weeks . . . just one more example of KQV's aggressive promotion policy matching the effectiveness of its 5000 watt pattern.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network · Natl. Reps. WEED & CO.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

• ENGLISH
• JEWISH
• ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46th
N.Y.19

HENRY GREENFIELD, Mgr. Director

THE GEORGIA MAJOR MARKET TRIO

OFFERS ADVERTISERS AT ONE LOW COST:

1 – Concentrated coverage in Georgia's 3 major markets

2 – Listener loyalties built by local programming in Georgia's 3 major markets

3 – Dealer loyalties in Georgia's 3 major markets

4 – Merchandising assistance in Georgia's 3 major markets

ALL CBS

AVAILABLE AT COMBINATION RATES

*1000W Night

Represented by THE KATZ AGENCY, INC.

says:

KXEL HAS CHANGED LISTENING HABITS IN IOWA

In the new Conlan survey KXEL listening runs up to 9.6% more of the total listening homes surveyed than all other stations combined.

KXEL—50,000 watts

Josh Higgins Broadcasting Company

WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

THE LONG ISLAND STORY

Vacationers by the thousands pour into Long Island during the summer months. **There's no summer letdown!**

This summer sell Long Island's extra-large quality market with advertising over WHLI—the station that delivers **more listeners per dollar** than any other station heard here including the New York City 50,000 watters.

WHLI 1100 KC

BETWEEN WHN AND WNEW

AND

WHNY (FM) 98.3 MC

IN THE MIDDLE OF THE DIAL

HEMPSTEAD

LONG ISLAND

FCC Actions

(Continued from page 70)

April 1 Decisions . . .

BY COMMISSION EN BANC

Oral Argument Ordered

On basis of comments received with respect to its proposal of Feb. 5 to abolish granting of special temporary authorizations to standard stations, Commission ordered oral argument to be held at its Washington offices on May 7.

License Renewal

KOBE Las Cruces, N. M.—Granted renewal of license for period ending Feb. 1, 1951.

Transfer of Control

KVOX Moorhead, Minn. — Granted consent to transfer of control over KVOX Bcstg. Co. Inc., licensee of AM KVOX and permittee KVOX-FM Fargo, for total consideration of $92,000 by sale of 248 sh. common voting stock from David D. Shepard, Howard S. Johnson and Richard S. Falhaber to E. M. McKellar and 25 others.

Assignment of CP

WABX Harrisburg, Pa.—Granted assignment of CP for FM station WABX from Harold O. Bishop to WABX Inc. newly formed Pa. Corp. in which Bishop will own 50% interest, and W. T. Wright 50% interest, for $15,000 cash and 250 sh. of capital stock.

Assignment of License

WAOV Vincennes, Ind.—Granted assignment of license from Vincennes Newspapers Inc., to Vincennes Sun Co., corporation all stock of which is owned by corporation which also owns all stock of assignor (to separate radio and newspaper activities).

Extension Granted

WJAR-TV Providence, R. I.—Granted extension of completion date for new TV station to Aug. 15.

Petition Denied

Don Lee Bcstg. System, San Francisco—Adopted memorandum opinion and order denying petition that its application for TV station in San Francisco be removed from hearing docket and granted conditionally.

AM—1490 kc

Craig Bcstg. Co., Chester, S. C.—Granted CP new station 1490 kc 250 w unl., subject to approval of trans. site and ant. system by CAA and provided applicant agrees to satisfy legitimate complaints of blanket interference occurring within 250 mv/m contour, and subject to proposed station not going on air until WKIX is operating on its new assignment.

AM—1270 kc

Alf M. Landon, et al, d/b as Seward County Bcstg. Co., Liberal, Kan.—Granted CP new station 1270 kc 1 kw D; engineering cond.

AM—910 kc

Pleasant Valley Bcstg. Co., Oxnard, Calif.—Granted CP new station 910 kc 1 kw D and dismissed petition filed Feb. 9, requesting that this application be granted without hearing.

AM—1480 kc

KYOS Merced, Calif. — Granted CP change from 1490 to 1480 kc, increase 250 w to 5 kw, install DA-N, change trans. and trans. location (Comr. Durr for hearing).

Modification of CP

KVAK Atchison, Kan.—Granted Mod. CP to specify new trans. site and changes in DA, subject to cond. that applicant submits measurements proving that composite trans. and amplifier comply with Sec. 3.46 of rules, and that applicant S. H. Patterson divest himself of all interest in KVAK.

Hearing Designated

KJAY Topeka, Kan.—Designated for hearing application requesting that new station be mod. to specify N power of 5 kw instead of 1 kw, and location of studio, and made KPRO and KEIO parties to proceeding. Also denied petition requesting that Commission waive temporarily cond. in KJAY CP that KJAY should not operate until KVAK ceases operation on 1450 kc, and that Commission permit simultaneous operation on adjacent channels of KVAK and KJAY, with KJAY operating D with reduced power of 1 kw.

Modification of CP

KPAN Canyon, Tex.—Granted mod. CP to change name of permittee to Hereford Bcstg. Co., change type trans. and change trans. and studio locations to Hereford, Tex.

WHJB Greensburg, Pa.—Granted mod. CP to make changes in DA.

WAMS Wilmington, Del. — Granted mod. CP change type trans., make changes in DA and mount FM ant. on AM tower, and change trans. location, subject to acceptance by applicant of such interference as may be imposed by pending application of KWK St. Louis.

Hearing Designated

WCPA Clearfield, Pa.—Designated for hearing application to increase power of new station from 500 w to 1 kw, operating D on 900 kc, and ordered that WSBA York, Pa., be made party to proceeding.

Petition Granted

WRXL Grenada, Miss.—Granted petition for extension of time to 90 days from Feb. 13 to file application for mod. CP to specify trans. site.

Petition Denied

WERC Erie, Pa.—Adopted memorandum opinion and order denying petition requesting mod. of Commission's order of Nov. 6, 1947, which in turn mod. its order to show cause of Feb. 5, 1947, and its petition of Feb. 4, 1948, to reinstate its application, and designate same for hearing in consolidated proceeding in re Docket 6913 8269 8160.

Hearing Designated

Rock River Valley Bcstg. Co., Watertown, Wis., and Metropolitan Bcstg. Co. of Milwaukee, Whitefish Bay, Wis.—Designated for hearing in consolidated proceeding application of Rock River for new station 920 kc 250 w D and application of Metropolitan for new station 920 kc 100 w D.

AM—1280 kc

Carolina Bcstrs., Anderson, S. C.—Granted CP new station 1280 kc 1 kw D; engineering cond.

Hearings Before FCC . . .

APRIL 5

FM—Hearing

WHIP Silver Spring, Md. — For FM facilities.

WPIK-FM Alexandria, Va.—Same.

Northern Virginia Bcstrs. Inc., Arlington, Va.—Same.

TV—Further Hearing

The Nutmeg State Bcstg. Co., Waterbury, Conn.—For television facilities.

AM—Hearing

Capitol Bcstg. Co., Trenton, N. J.—CP 1260 kc 1 kw unl.

WSWZ Inc., Trenton, N. J.—CP 1260 kc 5 kw DA unl.

Intervenors: WNDR Syracuse, N. Y.; WNAC Boston; WCAU Philadelphia. Interventor pending: WERC Erie, Pa. Parties respondent: WOV New York, WHBI Newark, N. J.

AM—Hearing

WCFL Chicago—Mod. CP 1000 kc 50 kw DA unl.

The Windham Bcstg. Co., Willimantic, Conn.—CP 1340 kc 250 w unl.

Parties respondent: WNHC New Haven, Conn.; WDRC Hartford, Conn.

AM—Hearing

Kickapoo Prairie Bcstg. Co. Inc., Springfield, Mo.—CP 1340 kc 250 w unl. Party respondent: KSEK Pittsburg, Kan.

APRIL 5-7

AM—Hearing

The Connecticut Electronics Corp. Bridgeport, Conn.—CP 740 kc 1 kw DA D.

Westco Bcstg. Corp., White Plains N. Y.—Same.

Huntington-Montauk Bcstg. Co. Inc. Huntington, N. Y.—Same.

Intervenors: WOR New York; WJZ New York.

To be held in Common Council Chambers, at Bridgeport, April 5; in County Office Bldg. at White Plains April 6; and in Court Room, Town Hall, Huntington, April 7.

APRIL 5-9

TV—Hearing

Don Lee Bcstg. System, San Francisco—For television facilities.

S. H. Patterson, San Francisco—Same.

KROW Inc., Oakland, Calif.—Same.

Television Productions Inc., San Francisco—Same.

Leland Holzer, San Francisco—Same.

Radio Diablo Inc., San Francisco—Same.

Columbia Bcstg. System Inc., San Francisco—Same.

To be held in Conference Room Basement, Federal Office Bldg., Civic Center, San Francisco.

APRIL 6

AM—Hearing

Mt. Pleasant Bcstg. Co., Mt. Pleasant Tex.—CP 960 kc 1 kw D.

AM—Hearing

Santa Rosa Bcstg. Co., Santa Rosa Calif.—CP 1240 kc 250 w unl.

Party respondent: KROY Sacramento Calif.

APRIL 7

Exp.—Renewal

W9XHZ Sarkes Tarzian, Bloomington Ind.—For renewal of license.

AM—Hearing

Crescent Broadcast Corp., Shenandoah, Pa.—CP 980 kc 5 kw unl. DA-DN

Intervenors pending: WRC Washington; WTAG Worcester, Mass.

APRIL 7-8

AM—Further Hearing

Concord Bcstg. Corp., Niagara Falls N. Y.—CP 1230 kc 250 w unl.

Erie Bcstg. Corp., Buffalo, N. Y.—Same.

WHLD Niagara Falls, N. Y.—CP 12[illegible] kc 1 kw limited.

Parties respondent: WERC Erie, Pa. WHAM Rochester, N. Y.

APRIL 7-9

TV—Hearing

New England Television Co. Inc., Fall River, Mass.—For television facilities.

Fall River Herald News Pub. Co., Fall River, Mass.—Same.

E. Anthony & Sons Inc., New Bedford, Mass.—Same.

To be held in Civil Service Room, USPO Bldg., Fall River, April 7-8; and in New Bedford Public Library, New Bedford, on April 9.

APRIL 8

AM—Hearing

WEAM Arlington, Va.—CP 1390 kc 1 kw DA unl.

(Continued on page 75)

WXYZ

is the ONLY station in Detroit that offers you a complete merchandising operation, plus proved sales power!

Last year a citrus packer (name on request) decided to introduce his line in the Detroit market. Because of its national reputation in merchandising, WXYZ was given the job. In cooperation with the food broker for the account, the station's merchandising staff undertook the complete assignment: jobbers, distribution, point-of-sale promotion, etc. Demonstrations that tied in with WXYZ advertising were conducted in supermarkets . . . an average of 600 cans a store were sold . . . a total of 26,858 cans sold over a 13-week period. In the first half year, sales zoomed from sixty-sixth place to forty-fifth . . . and to twelfth place in the second half year!

If *you* have a product to sell in Detroit, this story is important to you for several reasons . . .

FIRST: it proves the tremendous *sales power* of the station. Jobbers are willing to cooperate on WXYZ-advertised goods because *they know that WXYZ moves merchandise.*

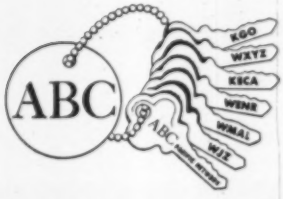
SECOND: it illustrates a *complete* merchandising service that is unique in Detroit. It does not consist of just sending out letters and providing the usual merchandising helps...WXYZ's staff of food and drug experts does the entire job from start to finish.

THIRD: it shows you that, at WXYZ, the emphasis is on efficiency and service . . . on getting more for your advertising dollars than you can get on any other Detroit station.

If you are in the competitive selling market in Detroit—or planning to be—remember: WXYZ is the merchandise-minded medium for *your* product!

. . . your best bet—both ends of the alphabet

ABC 1270 KC—5,000 WATTS WXYZ
American Broadcasting Company



Call the ABC spot sales office nearest you for information about any or all of these stations!

WJZ — New York	50,000 watts	770 kc	KGO — San Francisco	50,000 watts	810 kc
WENR — Chicago	50,000 watts	890 kc	WMAL — Washington	5,000 watts	630 kc
KECA — Los Angeles	5,000 watts	790 kc	ABC PACIFIC NETWORK		

HERMAN BESS IS NAMED AS DIRECTOR OF WLIB

APPOINTMENT of Herman Bess as director of WLIB New York effective March 29 was announced last week by Mrs. Dorothy S. Thackrey, president of the station. Mrs. Thackrey added that she has "canceled all negotiations regarding the sale of the station."

Mr. Bess

Formerly sales manager of WMCA New York, Mr. Bess resigned that position to head the General Broadcasting Corp., which has applied to the FCC for purchase of WOV New York. Mr. Bess will remain with WLIB until the WOV application is approved, he said.

There will be no personnel changes at WLIB, Mr. Bess said, but the station's programming format will be changed from light classical music and news to block programming of popular music and news starting April 5.

RCA VICTOR's latest table model radio, to retail at $29.95, is described by the firm as having "powerful receiver in a small hardwood cabinet." With four tubes and one rectifier, set operates on AC or DC.

They Say....

". . . NOBODY wants to legislate the editorial page out of existence, just to be safe. Nobody wants to pass laws requiring both sides of a story . . . These things are common and voluntary practices of the press. Why are fearful persons so certain that it would be different in radio? . . . The federal gag on free expression and the demand for its continuance betray an almost insulting lack of faith in the people who operate radio stations. They betray an almost equal lack of faith in the public intelligence . . ."

From an editorial in the Pueblo (Col.) Star-Journal and Chieftain.

* * *

". . . THE EXISTENCE of [the Mayflower Decision] has contributed to the tremors which afflict radio in the presence of controversy. The FCC's heavy club is its licensing power . . . It seems to us that the federal licensing power plus the influence of public opinion is more than ample to control this. A radio station earns its listeners by offering palatable fare. Competition should be sufficient to insure diversity. Listeners' preferences would police the air against special pleading. To argue otherwise is to contend that the public lacks all discrimination, and that free speech is for all Americans except those who happen to own radio stations."

From an editorial in the Chicago Daily News.

* * *

"IT IS not often that we have found occasion to commend Mr. James Caesar Petrillo's labor relations conduct. But unless there is some joker not now discernible in the settlement with the radio networks one can only say of it that he has achieved a measure of statesmanship . . . Though he has personified for years the labor dictator, made possible under New Deal laws and policy, this performance deserves applause."

From editorial in New York Herald-Tribune

* * *

"IT IS NECESSARY to acknowledge at the outset that the constitutional standards for this sort of thing—absolutely unlimited freedom of speech, assembly and the press—cannot apply to radio broadcasting . . . For the sovereign to license anybody and everybody to operate a radio station—even were we all rich enough to buy one—would be to license chaos. We must allocate bands to certain responsible broadcasters. And the sovereign's duty becomes seeing that the use of the common air is for the common benefit . . . The present state of affairs, which amounts to federal censorship, is far from reassuring. An owner's censorship would be even more ominous. But it is not at all true that there is no middle way."

From editorial in Bergen (N. J.) Evening Record

* * *

". . . WITH THE abrupt cessation of the radio [logs] usually carried day by day in Spartanburg (S. C.) newspapers . . . *The Tribune* . . . immediately began publishing a complete weekly radio log . . . Public response to this feature has been so pleasing to us that *The Tribune* has made it a permanent fixture of the newspaper regardless of any other developments between the local press and radio. As you know, radio and newspapers go hand in hand, like coffee and doughnuts. Together they help build a mighty city or community; pulling apart they can tear it to pieces . . ."

From an editorial in The Textile Tribune, Spartanburg, S. C. weekly.

Barrett Is DuMont Video Station Relations Head

HALSEY V. BARRETT, formerly sales promotion manager of CBS Television, joins the DuMont Television Network today (April 5) as manager of a newly created stations relations department.

Announcing the appointment Lawrence Phillips, director of the DuMont network, pointed out that the network "is entering a period of rapid expansion. Our interest in this phase of television is reflected in the establishment of a stations relations department."

Mr. Barrett was associated with *Tide* magazine, and with WOR and WNEW New York before the war, during which he served as a lieutenant in the Navy. On his release from service he joined CBS. He is a charter member of American Television Society and is presently chairman of the ATS publicity committee.

THE WORM TURNS

And Listeners Do the Giving, Not Station or Sponsor

FROM WNEW New York last week came indications that the public, groaning beneath the weight of free washing machines, refrigerators, radio-phonographs, prefabricated houses and other gifts offered in giveaway shows and contests is a turning worm.

WNEW listeners, egged on by Gene Rayburn and Dee Finch, who conduct a daily show on that station called *Anything Goes*, have sent WNEW more than a thousand widely-assorted items in response to suggestions that they send in "anything," the station reports.

Prize-winning entry came from Mrs. Edna Norton. She sent WNEW her husband, Charles. "He'll clean your studio, shine shoes, run errands, aid the sound effects man, etc.," she wrote. Messrs. Rayburn and Finch rewarded Mrs. Norton by doing their three-hour morning show on April 1 from the Nortons' Manhattan apartment.

RCA TUBES ...

RCA 892-R air-cooled power triode

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● Air-cooled radiator type tubes for AM and FM, pioneered by RCA, are famous for their on-the-air dependability and long service life. The ever-increasing demand for these tubes enables us to build them in quantity—better than ever—through improved manufacturing techniques and thorough quality control.

A wide line in all power classes, including the well-known RCA-7C24, 889-RA, 891-R, 892-R, 9C22, 5592, and 5671, is now available directly from RCA or from your local RCA Tube Distributor.

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FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,628 licensed, 349 construction permits, 281 applications in pending file, 330 applications in hearing; FM—103 licensed, 151 conditional grants, 768 CPs (of which 343 are on air under special temporary authority) 60 applications pending, 59 applications in hearing; television—seven licensed, 86 CPs (of which 14 are on air), 181 applications pending of which 100 are in hearing.

FCC Actions

(*Continued from page 72*)

Hearings Cont.:

APRIL 9

AM—Hearing

Jorama-Fer Radio Corp., Caguas, P. R.—CP 1240 kc 250 w unl.

Caguas Radio Bcstg. Inc., Caguas, P. R.—CP 1230 kc 250 w unl.

AM—Hearing

Union-Carolina Bcstg. Co., Union, S. C.—CP 1230 kc 250 w unl.

Parties respondent. WAIM Anderson, S. C.; WKDK Newberry, S. C.; WNOK Columbia, S. C.

APRIL 6

AM—Further Hearing

Pilgrim Bcstg. Co., Boston—CP 950 kc 5 kw D.

Beacon Bcstg. Co. Inc., Boston—Same.

Boston Radio Co. Inc., Boston—Same.

Continental Television Corp., Boston—CP 950 kc 1 kw D.

Joseph Solimene, Boston—CP 950 kc 5 kw D.

Bunker Hill Bcstg. Co., Boston—CP 950 kc 1 kw D.

Japanese Radio

ADVANCES and shortcomings of Japanese radio and electrical industries are pictured in three survey reports now on sale at the Office of Technical Services, Department of Commerce, Washington, D. C. Report PB-85176, dealing with electronic equipment, costs 50 cents; PB-85177, transmission lines, wave guides and fittings, and dielectric materials, 50 cents; PB-85178, electronic power supplies, 25 cents.

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CAPITAL CASUALTY

WPIK Drops FM; Says No Site

WPIK-FM Alexandria, Va., at 9 p.m., March 31, ceased operations.

Reasons: Economics,—and the overshadowing spectre of television.

Sister operation to independent WPIK Alexandria, WPIK-FM was one of 13 FM stations authorized and one of seven on the air in the metropolitan Washington area (see Washington market story, Study No. 1, BROADCASTING, March 29).

In a public announcement WPIK stated that it was unable to find a suitable site for high-power FM operation and to continue broadcasting on FM "with low power is not economically feasible." The station further pointed out that it believed "television, in a relatively short time, will replace aural broadcasting and therefore make a large investment in FM unwise at this time."

WPIK may soon file for community television facilities, it was indicated. A channel would have to be made available since all four allocated metropolitan video facilities already are assigned.

A written notification of the discontinuance of WPIK-FM was presented to FCC on Thursday by Cohn & Marks, station counsel. Formal petition for dismissal was to be filed Friday.

WPIK-FM went on the air on an interim Class A basis Aug. 18, 1947, using a 250-w transmitter and special antenna on Channel 252 (98.3 mc), and has been operating on that assignment since. A request for modification to specify Class B facility of Channel 290 (105.9 mc) had been designated by the Commission for comparative hearing on April 5 with similar requests of WHIP(FM) Silver Spring, Md., and Northern Virginia Broadcasters Inc. (WARL Arlington, Va.) for new FM station. WPIK-FM has been duplicating WPIK, a daytime station on 730 kc with 1 kw, programming individually until 10 p.m.

Bonus Outlet

Potomac Broadcasting Corp., licensee of WPIK and permittee of WPIK-FM, has not sold the FM outlet as a separate service but rather offered it as bonus to AM advertisers. WPIK went on the air with 250 w on 730 kc in December 1945 and increased to 1 kw on Aug. 18, 1946. Howard B. Hayes, general manager, and Carl L. Lindberg, chief engineer and program director, are chief owners and founders of the stations. Both previously had been engineers at WTOP Washington.

Mr. Hayes told BROADCASTING that about $10,000 has been spent on operations since the FM outlet went on the air. Regarding television he stated that plans are under serious consideration for entrance into community television. Mr. Hayes indicated the station would request that a channel be made available. In the long range he stated a metropolitan video station is not precluded.

Mr. Hayes stated that any suitable site for high-power FM operation was found to be too distant for efficient operation. Alexandria is in the immediate vicinity of Washington's National Airport and across the Potomac River from the Capital's major military air installations. Several other lesser commercial and private air fields also exist in the Virginia area.

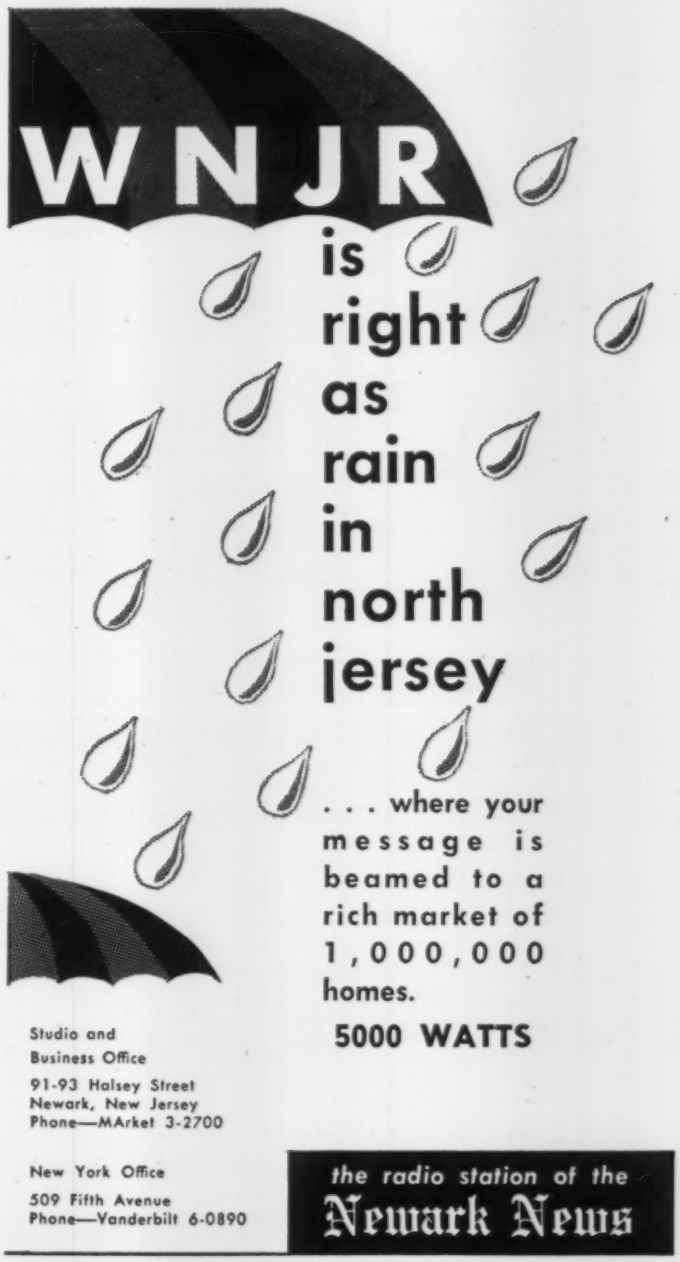
Beside the 13 FM and four video outlets, metropolitan Washington has six fulltime and six daytime standard stations, not including WPIK.

Union Demand Threatens BBC's Relay Musicals

DISCONTINUANCE of radio relay musicals by BBC appeared as a possibility last week after the British musicians' union demanded the present scale be quadrupled.

New York bureau of BBC disclosed Thursday that the union stated relays "will not be permitted unless full BBC studio fee (average about $10) is paid instead of public relay fee . . . $2.50. BBC has informed the union that "it cannot agree to pay full studio fees" but it has offered to "double the present rate of payment" of $2.50.

Exception was made by the union for symphony concerts because of concerts contracted for later in the year.



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THEATRE VIDEO

Pace Slows Down In California

THE PACE has slowed on swift entry into active theatre television, according to sentiments expressed at the meeting of Southern California Theatre Owners Assn. in Hollywood, March 31.

Factors influencing this reversal seem to stem from lack of continuing program fare aired by KTLA and W6XAO Hollywood which is considered adaptable to theatre presentation. While SCTOA still considers the medium a vital program adjunct, it believes that the present course calls for adaptation of "public television" while the future calls for development of their own programming suitable for theatre presentation.

J. H. Nicholson, television committee chairman for the theatre men, is continuing with experiments involving filming off television sets but appears to be slowing the extension of his service to theatre clients. Ultimately "theatre television must develop its own ideas," he told BROADCASTING.

Seeking National Action

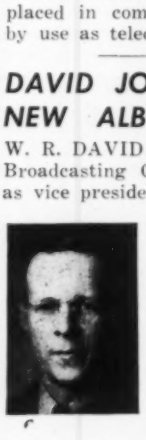
In line with the future development SCTOA is advising the national body of the Theatre Owners of America to establish a permanent paid committee to concern itself with the medium. On a Los Angeles level a luncheon is expected for mid-April at which local exhibitors' plans for development will be announced.

On the positive side, all were impressed with the potency of television as an advertising medium. This was seen as an outlet for theatre owners as well as movie producers.

Key concern expressed at the meeting dealt with the release of several pictures produced for theatre consumption as video fare. Exhibitors felt that the film for television should be produced for it and theatre fare should not be placed in competition with itself by use as telecast material.

DAVID JOINING WPTR, NEW ALBANY OUTLET

W. R. DAVID has joined Patroon Broadcasting Co., Albany, N. Y., as vice president in charge of engineering and member of board of directors, effective today (April 5).



Mr. David

Patroon is permittee of new AM station WPTR, under construction at Albany for 10 kw operation on 1540 kc. Station anticipates operation around June 1.

Herbert DuVal also has joined organization, effective today, as vice president in charge of sales.

Mr. David has been with General Electric Co. since 1919 in radio engineering, research, development, design and sales work. He is associate member of Institute of Radio Engineers and a board director of FMA. Mr. DuVal has been with GE since 1934 and has been in Navy Section of GE's Government Div. since 1942.

Max Marcin

MAX MARCIN, 68, writer-producer of *Crime Doctor* and *FBI in Peace and War* on CBS, died March 30 in the Tucson, Ariz., General Hospital after a year's illness. Surviving relatives are a brother and sister, both of New York.

KEX FORMALLY TAKES 50 KW NEXT THURSDAY

FOUR-DAY celebration marking the increase to 50 kw for KEX Portland, Ore., will get underway next Wednesday. Formal switchover for the Westinghouse station on 1190 kc will take place in a special program 6:30-7 p.m. PST, Thursday.

Dedicatory program Thursday is to be attended by Gov. John W. Hall, Portland Mayor Earl Riley and other civic dignitaries. Representing Westinghouse Radio Stations Inc., will be J. B. Conley, WRS general manager. He will be accompanied by W. B. McGill, advertising manager of WRS. Program will also feature a documentary dramatization, with Francis Conrad, station relations manager of ABC for the Pacific Coast and son of the late Dr. Conrad, taking part.

Hollywood brings its greeting to the new KEX operation when Edward Arnold originates his April 11 network show, *Mr. President*, from the station's studios.

KEX is managed by C. S. Young.

Upcoming

April 12-14: ANA Spring Meeting, Drake Hotel, Chicago.
April 13: Hearings on Uniform Time Bills (S-2041 and S-2226) before Senate Interstate Commerce Subcommittee, Capitol Hearing Room, Washington.
April 13-14: Radio and Business Conference, City College of New York, N. Y.
April 21: Hearings on Liquor Advertising Bills (S-265, S-2352, S-2365) before Senate Interstate Commerce, Senate Office Bldg., Washington.
April 23: Radio Conference, Lindenwood College, St. Charles, Mo.
April 26-28: IRE-RMA Spring Meeting, Syracuse Hotel, Syracuse, N. Y.
April 27-29: Radio Farm Directors, Dept. of Agriculture, Washington.
April 28-30: AIEE North Eastern District Meeting, New Haven, Conn.
April 30-May 3: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 5-6: FMA Region 4, Statler Hotel, Washington.
May 17-21: NAB Convention, Hotel Biltmore, Los Angeles, Calif.

Special Edition Marks WTHT - FM's Dedication

SIXTEEN-PAGE special edition was printed March 29 by the *Hartford* (Conn.) *Times* in connection with opening of WTHT-FM, affiliate of the Gannett-owned AM station in that city. The edition contained articles on development of FM and its fidelity characteristics. Photos of receiving sets and radio artists were printed. Advertising included space bought by set manufacturers and dealers as well as other stations, both AM and FM.

WTHT's pylon antenna is located atop Times Tower, on nearby Avon Mountain. Opening speaker on the inaugural program was Francis S. Murphy, publisher of the *Times*. Other WTHT and *Times* executives participated.

Tube Sales Increase

FEBRUARY sales of tubes for receiving sets totaled 17,097,461 units compared to 16,004,927 in January, according to Radio Manufacturers Assn. The February quota consist of 12,908,212 tubes for new sets, 3,005,092 for replacement, 1,117,295 for export, 66,862 for goverment agencies.

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Defense

(Continued from page 30)

sultant in the power branch of the War Production Board. Subsequently, through 1945, he held the positions of WPB assistant deputy director-general for distribution, deputy director, Office of War Utilities, and director of the latter office.

Other civilian defense bodies were stepping up their organization at the same time.

Spurred formation was under way at the National Defense Department's Office of Civil Defense Planning, under the guidance of Director Russell J. Hopley, who recently revealed that radio and other communications would be the backbone of his organization [BROADCASTING, March 29].

Police Commissioner Arthur Wallander announced revival of New York City's Civilian Defense System March 31.

Col. Barnet Beers, assistant to Director Hopley, told BROADCASTING March 31 that the office "is making excellent progress on its organization and is moving forward faster than I've seen similar organizations move before."

The Civil Defense Office, Colonel Beers said, is searching for an expert to serve in the communication section of the technical division, which will also include medicine, engineering, atomic and transportation sections.

Panels of communications experts will be assembled later to offer advice to Mr. Hopley and the communications chief, Colonel Beers said.

Will Contact Plants

The Munitions Board of the National Military Establishment announced March 30 that representatives of the Armed Services are preparing to contact approximately 11,000 industrial plants to discuss types and amounts of products that could be produced for war.

Col. Fred W. Kunesh, chief of industrial mobilization in the office of the Signal Corps chief, revealed that surveys of the radio industry are already in progress and will ultimately cover a total of 600 plans producing or capable of manufacturing electrical and communications materials or products.

Colonel Kunesh, who personally lays the groundwork for surveys before engineers perform their duties, told BROADCASTING March 31 that he has contacted about 30 plants, including some producers of radio parts, and has found officials "very cooperative."

Plant officials appear to be most anxious to proceed with plans, Colonel Kunesh said.

Colonel Kunesh estimated that about 200 plants producing component electrical and communications parts or smaller finished products and 400 plants manufacturing larger finished items would be included in the survey.

Manufacturers of large quantity items who have "a long lead time" (longer periods between time of letting contracts and reaching peak production) will be contacted first, the Signal Corps officer declared.

The overall list of plants to be surveyed will be expanded later to include approximately 24,000 of the estimated 86,000 industrial plants of recognizable size and productivity in the United States.

Government officials point out that although the survey will be a great stride in military-industry preparedness, it is but a part of a much greater preparedness activity contemplated.

Military representatives will advise the management of industry the products the Armed Services need in the event of an emergency, the management will select the product it believes itself best capable of producing with maximum speed and volume in an emergency and provide the representative with data concerning production capacities and potential problems.

Thomas J. Hargrave, Munitions Board chairman, in announcing the survey, stated that "although it is projected on the long-range basis, its value to our national security in an emergency, near or distant, is immeasurable. If only partially completed by the time an emergency occurs, the work already completed will be of inestimable assistance in gearing that part of our industry to emergency war production."

BERNADENE HAYES and RAY GORDON have been added to cast of Jerry Fairbanks Productions' (Hollywood) "Public Prosecutor" video film series for NBC.

OPERATION TELECAST

Special Frequency to Be Used In Series at AMA Meet

SPECIAL FREQUENCY will be used when Northwestern U. Medical School telecasts series of operations from Chicago's Passavant Hospital to 97th annual meeting of American Medical Assn. June 21-25 in Chicago.

This will prevent restaurants, taverns and homes from picking up operating room scenes, one of which is expected to be the birth of a baby by Caesarean operation.

Receiving screens will be installed in classrooms of the medical school (in downtown Chicago), in the Sheraton Hotel, and at Navy Pier, where sessions of convention are to be held. More than 10,000 physicians are expected to attend the AMA meet.

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KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

50 mc FM Scrap

(Continued from page 24)

to the various other services to seek additional frequencies in the same manner," he said.

The former FCC chief engineer reviewed at length the hearings and studies which preceded the decision to move FM from the low band to the high, followed by another hearing when Zenith petitioned unsuccessfully for space around 50 mc for FM in addition to 88-108 mc. The move "upstairs," he insisted, was "based upon engineering considerations which were valid then and are valid now." Chief among these, he said, was the desire to avoid interference from sporadic E layer and F-2 reflections.

In defense of FCC's assignment of television and safety services in the 50-mc region despite the interferences encountered there, Mr. Sterling pointed out that further development was necessary in the ultrahigh frequency range which is expected to be television's ultimate home. "Accordingly," he explained, "some television channels which might be available for immediate use were allocated in the 50-mc region even though it was known that these channels would be subject to interference."

Other Services

With respect to other services placed in the 50-mc area, he noted that their operations are conducted on an intermittent basis and that the possibility of repeating messages in these services further minimizes the interference problem.

Comr. Sterling rejected as "wholly without substance" such charges as those of J. E. Brown of Zenith and Prof. Armstrong that the grounds for the reallocation of FM have since been proved fallacious, and that FCC acted against the greater weight of evidence. To Prof. Armstrong's claim that K. A. Norton, whose famed "Norton's Curves" were a factor in the reallocation, has since admitted a basic error, he said:

FCC REPRESENTATIVES at the hearings on the Lemke Bill are shown with Comr. George E. Sterling, the Commission's witness. They are (l to r): Albert L. McIntosh, chief of the Engineering Department's Frequency Allocation & Treaty Division; Edward W. Allen Jr., chief of the Technical Information Division; Comr. Sterling; Joseph M. Kittner, chief of Litigation Section, Law Dept.; Cyril M. Braum, chief of the FM Broadcast Division, Engineering Dept.

. . . Mr. Norton admitted this prediction to have been in error not only in the recent hearing to which Major Armstrong refers, but also as early as the closed sessions of March 12-13, 1945. You will note, therefore, that this admission of error was made well before the Commission arrived at a final decision with respect to the place of FM broadcasting in the spectrum. In arriving at its final FM decision the Commission in no way relied on this early and erroneous prediction with respect to 80 mc. The statement by Major Armstrong that the error referred to in his testimony was the basis for the Commission's action with respect to FM is therefore completely without foundation.

Because of the complexities involved, he said, such errors of prediction "can hardly be said to detract from the stature" of the men who make them.

Answers Armstrong

In response to Prof. Armstrong's charges that a portion of FCC's May 1945 allocations report had been tampered with, Comr. Sterling submitted detailed memoranda recently submitted by FCC Chairman Wayne Coy to Sen. Charles W. Tobey (R-N. H.), acting chairman of the Senate Interstate & Foreign Commerce Committee. Mr. Coy, who investigated the charge at Sen. Tobey's behest, said he found "difference of opinion and judgment on the technical matters involved, but [no] evidence of dishonesty."

The charge related to a sentence in a secret allocations report and its counterpart in the report as later made public. Prof. Armstrong claimed the secret report recognized a basic error by Mr. Norton while the public report denied any error.

With his letter to Sen. Tobey, Chairman Coy submitted a memorandum by FCC General Counsel Benedict P. Cottone covering the investigation of Prof. Armstrong's charges. Mr. Cottone said "we have found no evidence that the transcript of testimony, the exhibits, or any other data or records upon which the Commission's reports were based have in any way been tampered with or altered."

Changes Explained

Mr. Coy said the change in language was in the handwriting of Cyril M. Braum, now chief of the Engineering Dept.'s FM Division, but that "I am positive that Mr. Braum is not the author. . . . My conversations with him lead me to assert that he performed no other function with respect to this language than to record it on a master copy" which he was keeping as coordinator of FCC staff work on the report. He said Mr. Braum does not recall who suggested the change, but that "I am certain that wherever the change came from, it was first approved by the staff as a proper answer" to the exhibit to which it related.

Mr. Cottone's memo maintained that "it was quite evident from the record in the closed hearing that the 'basic error' attributed to Mr. Norton in Exhibit No. 577 [filed by Prof. Armstrong and others] had not in fact been made.

Mr. Sterling foresaw ultimate use of microwaves for FM intercity relaying, but said FCC meanwhile is considering the feasibility of using studio-transmitter link frequencies—940-952 mc—for this purpose. Preliminary studies, he said, indicate this "may be feasible at least from a technical standpoint."

Mr. Sterling was not questioned by the Committee but may be recalled later.

Mr. Poppele, TBA president, told the Committee that video channels have been reduced from 19 to 13 since 1940 and that further reductions "might very well nullify the investment made in television today by private enterprise and the public, which is supporting television and accepting it with unbounded enthusiasm." He reiterated that 13 channels are inadequate for television.

'Billion-Dollar' Industry

He said television is "now on its way to rapidly becoming a billion-dollar industry," but has been stunted by a shortage of channels and "its backbone can be broken by further channel retrenchment. If Channel 1—44-50 mc—were given to FM, "it might mean that television would be reduced to 12 channels, so that mobile and emergency services could be given adquate spectrum space."

He predicted video set production would increase from 180,000 in 1947 to 750,000 this year and 1,106,000 in 1949; that the dollar value of sets would grow from $74,000,000 to $460,750,000 in the same period. Total industry production, he said, was $4,534,000 in 1946 and $79,000,000 in 1947, will approximate $397,000,000 this year and reach $472,750,000 in 1949.

F. J. Bingley, technical assistant to the vice president in charge of engineering of Philco Corp., said adoption of the Lemke Bill would obsolete existing FM sets and create uncertainties that would slow the production of receivers and possibly make broadcasters reluctant to take assignments in the 50-mc band since most sets now will not receive that band.

Aside from the "disservice" to FM, he said, the bill would "add a tremendous handicap to television" by cutting the number of channels, and also would be harmful to nonbroadcast services. He maintained that "such important services as television and safety communications . . . should not suffer as a result of unnecessary expansion of FM service, which is already adequately provided for in the 100-mc band."

Under questioning, Mr. Bingley said he did not feel qualified to say whether a trend away from FM is indicated by the continued manufacture and promotion of receivers which do not contain FM.

RCA Position

Dr. Jolliffe, executive vice president in charge of RCA Labs Division of RCA, said the bill would "confuse and delay the advancement of FM and television" and other radio services.

Obviously answering Prof. Arm-

KGW
NBC AFFILIATE
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

strong's frequent charges that RCA has sought to impede FM, Dr. Jolliffe reviewed at length the company's work in this field, dating to 1924, and in other developments in the higher frequencies.

He said NBC was "the first of the major networks" to apply for an FM license, the first to propose duplication of programs on FM, one of the first to urge FCC to open up the higher frequencies to new broadcasting services, and the first to recommend to FCC that FM be given commercial status.

Dr. Jolliffe asserted:

The statements that RCA and NBC, together with the FCC, CBS, other radio networks, companies and individuals "retarded" FM are utterly groundless. The only "proof" offered for such charges is the "silent treatment" alleged to have been given to FM; the assumption that "high policy" at RCA was against FM, and the allegedly inadequate frequency allocations given FM by the FCC.

Armstrong's allegation of the "silent treatment" is based on a newspaper article of 1936 in which the president of RCA did not refer to FM. Nor, for that matter, did he refer to television, because neither of these subjects was germane to his discussion.

The assertion that only five channels were made available to FM as the result of the FCC hearing in 1936 is contradicted by the fact that 14, not 5 channels, were allocated—exactly one more channel than commercial television is developing on today.

The allegation that "high policy" dictated disinterestedness in this new service is denied by the activity of RCA in every aspect of FM development.

Dr. Jolliffe said that "perhaps Armstrong's greatest error was his assertion that RCA actively opposed FM at the 1940 hearings before the FCC." Actually, he said, "RCA recommended FM."

The RCA Labs executive conceded that television is a "threat to the existing order." More than that, he said, it is "a reality . . . a revolution in broadcasting."

He maintained that FM can not be best promoted via a feud with television, and considered it "unfortunate that Armstrong should lend his name to an attack on television. He has even gone so far as to suggest that the very thing of which he so much complains in the case of FM—moving it to a higher place in the frequency spectrum—be done to television."

He told the committee that "the television industry could be shaken to its foundations" if the number of video channels is further reduced.

REPRESENTING Allen B. DuMont Labs. in opposition to the Lemke Bill in Congressional hearings last week was Dr. Thomas T. Goldsmith, DuMont research director.

THURSDAY

Dr. Thomas T. Goldsmith, research director, Allen B. DuMont Labs., defended the Commission's action in assigning FM the 88-108 mc band and said that if FM were given the 50-mc band, even for relay, it would encounter interference and fading, present sets would become obsolete, and television service would be "seriously" disrupted.

Rep. Robert Hale (R-Me.), referring to Prof. Armstrong's testimony in February, asked if it were true that adverse decisions by FCC had retarded FM. Dr. Goldsmith replied that it was true to some extent but that the decision was to the "ultimate best good" of the public.

Dr. Goldsmith described FM as "another way of getting sound broadcasting to the public." He said that television will supersede FM by adding sight to sound, but he said later that this might not take place for 10-20 years.

Comparing AM to FM, the DuMont executive said that FM was superior only in that it had more programs to offer on more channels. Otherwise, he said, there was practically no difference in urban areas.

IRAC Hit

Daniel E. Noble, chairman of Panel 13, Radio Technical Planning Board, and also vice president of Motorola Inc., Chicago, centered much of his attack on the Interdepartmental Radio Advisory Committee (IRAC), which he said had allocated "more than half of the total useful channels in the radio spectrum below 450 mc."

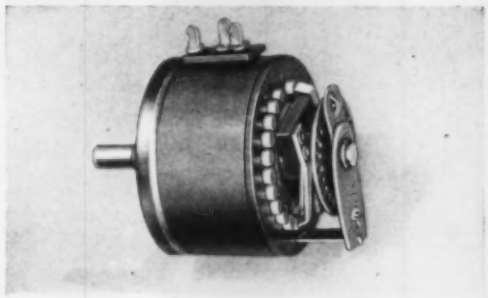
"There seems to be no valid reason," said Mr. Noble, "for the reserve or the storage of a large number of channels by IRAC on the basis of future war-time needs, since IRAC can take control of *all* channels in time of national emergency."

"If IRAC had not been so profligate in its demand for channels," he continued, "FCC would have had an easier task in allocating channels for commercial and city and state governmental use." In the "desirable" mobile frequency band between 30 and 220 mc, Mr. Noble said that Federal government assignments exceed the non-Federal government mobile assignments by two to one.

The FM problem, he said, requires two decisions: (1) number of channels given to FM should be relative to demands of other important services and (2) selection of spectrum space depends on rela-

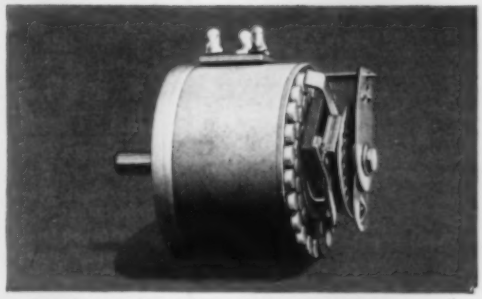
(Continued on page 80)

Shallcross
ATTENUATORS



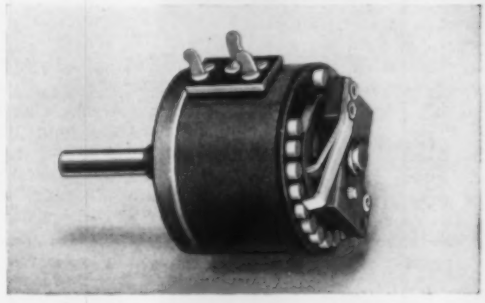
BRIDGED 'T' ATTENUATOR
Type 410-4B1

10 steps, 4 db/step. Linear attenuation with detent. 2⅛" diameter, 2⅛" depth.



BRIDGED 'T' ATTENUATOR
Type 420-2B2

20 steps, 2 db/step. Linear attenuation with off position and detent. 2⅛" diameter, 2⅛" depth.



POTENTIOMETER
Type C720-2A3

20 steps, 2 db/step, tapered on last three steps to off, composition resistors. 1¾" diameter, 1¾" depth.

THESE SHALLCROSS FEATURES MEAN BETTER PERFORMANCE—BETTER VALUE!

Off position attenuation well in excess of 100 db.

25% to 50% few soldered joints.

Noise level ratings that are factual. (130 db. or more below zero level.)

Non-inductive Shallcross precision resistors used throughout assure flat attenuation to and beyond 30 kc.

Types and sizes engineered for all needs. Attenuation accuracies of 1%, resistor accuracies of 0.1%, on special order.

Shallcross variable attenuators have proved their remarkable quietness and serviceability in dozens of applications for leading users in all parts of the world. Such important details as the use of spring-temper silver alloy wiper arms, silver alloy collector rings and contacts, non-inductive precision resistors, and sturdy, substantial mounting plates have made possible the high standard of performance attributed to Shallcross.

Standard types include ladder and bridged T mixer controls, bridged T and straight T master gain controls and V.U. meter multipliers, wirewound and composition potentiometers for grid control. Cueing attenuators, and fixed pads, both composition and wirewound, in all circuit configurations are also available.

WRITE FOR CATALOG AND ATTENUATOR SPECIFICATION SHEET

SHALLCROSS MANUFACTURING COMPANY
Department 8-48, Collingdale, Pa.

50 mc FM Scrap

(*Continued from page 79*)

tive importance of other services demands.

"In view of the importance of many of the other services, and in view of the fact that FM broadcasting is not essentially a new service, but rather an extension or supplement to the aural broadcast service," said Mr. Noble, "I believe that the allocation of channels to this service was most generous."

Speaking for the police, fire, forestry and other safety systems, Mr. Noble said he would prefer to have the 88-108 mc band for those services, but that in the FCC hearings, being under oath, he was forced to recommend that FM would be better off in the 88-108 mc band. The mobile services are now asking for 44-50 mc, he said, because "half a loaf is better than none."

FM broadcasters, he said, would deny the use of 44-50 mc to the vital mobile services "in order to provide a limited number of listeners with an additional 6 kc of audio range for listening purposes."

Stressing the importance of the mobile services from a security standpoint, Mr. Noble warned that "if bombs should begin to fall, it would be too late to decide that we could have managed successfully without an extra television channel to watch a prizefight. . . . We wish to see the development of television FM and AM, but within reasonable limits dictated by an intelligent examination of the needs for the vital communication services so important to any plan for national defense."

Two great "pressure groups," federal government and entertainment, he asserted, "have appropriated the lion's share of the useful channels and adequate provisions have not been made for the mobile communications services. . . ."

Complete Rejection Asked

He asked the committee not to take the "easy way" out and shelve the resolution but to "reject it completely and in full support of the Commission's efforts to provide some measure of relief to the essential mobile communications services." He warned that any attempt by Congress to divide or circumscribe FCC authority "must inevitably lead to a shocking and dangerous state of chaos."

Pressed by Chairman Wolverton on whether Congress should not have the right to question FCC actions since FCC is an administrative agency controlled by Congress, Mr. Noble insisted that it was no place for a committee to meddle. He agreed, however, with Rep. Wolverton that Congress might well look into the IRAC situation, which prompted the chairman to quip that he was glad that the witness had found at least one good use for Congress.

In reply to Rep. Ellsworth, Mr. Noble said he thought IRAC controlled more channels than necessary and was largely responsible for the present problem. He said he was currently engaged in conferences at the Dept. of National Defense to decide what might be done.

A score of witnesses, led by Donald S. Leonard, Commissioner of the International Assn. of Chiefs of Police, and representing police and highway departments, asked the committee to kill the bill.

In addition, a number of Congressmen not on the committee appeared and presented telegrams from police departments and state officials in their areas opposing the measure.

Henry A. Radzikowski, representing American Assn. of State Highway Officials, said there was at present only one usable frequency for all the highway departments in the U. S., and a forestry representative said their channels were loaded.

Attorney Jeremiah Courtney, representing taxi, auto and bus associations, said it would be a "grave injustice" to give FM a portion of the band.

Clyde Ellis, executive manager, National Rural Electric Cooperative Assn., said his organization needed more communications with repair people in inaccessible areas. He said that farmers would prefer better maintenance of their electricity to more FM.

Rep. Leonard W. Hall (R-N.Y.), a ranking member of the committee, indicated his position when, during questioning of a police witness who had just testified against

STATION SALES

Four Applications Approved by FCC

SALE of KVOX Moorhead, Minn., and KVOX-FM Fargo, N. D., for $92,000 and disposition of half-interest in WABX (FM) Harrisburg, Pa., for $15,000 were approved last week by FCC. Non-monetary assignment of WAOV Vincennes, Ind., also was approved.

In the KVOX transaction the AM and FM outlets are sold by David D. Shepard, Howard S. Johnson and Richard S. Falhaber to E. M. McKellar and a group of 25 other local business and professional men. The transfer is accomplished through sale of 248 shares (100%) common stock in KVOX Broadcasting Co. Inc., licensee of KVOX and permittee of KVOX-FM. Of the 248 shares, Mr. Shepard owns 99 as president; Mr. Johnson 99 as vice president, and Mr. Falhaber 25 as secretary-treasurer. Remaining 27 shares are held as treasury stock. Mr. McKellar, who is general plant supervisor of North West Airlines at Fargo, acquires 139 shares, or 56.05%, with the rest divided among the 25 other individuals. An MBS affiliate, KVOX is assigned 250 w fulltime on 1340 kc.

Harold O. Bishop, licensee of WABX, assigns the permit of that FM outlet to a new corporation in which he is president and 50% owner. The other half-interest is held by W. T. Wright, vice president, who is officer and director of Godfrey Cotton Products Corp. and Eastern Whipping Cloth Corp., New York, and Royalties Corp., Tulsa. Mr. Bishop also is permittee of WXNJ Plainfield, N. J., FM outlet. WABX is assigned Channel 265 (100.9 mc).

WAOV was granted assignment of license from Vincennes Newspapers Inc. to Vincennes Sun Co., a corporation owned solely by Central Newspapers which also owns assignor. Central Newspapers, of which Eugene C. Pullman is president (see story this issue), operates WIRE Indianapolis through Indianapolis Broadcasting Inc.

WAOV, Mutual affiliate, is assigned 250 w fulltime on 1450 kc.

Frown on Giveaways

PRIZE GIVEAWAYS on quiz shows, where merchandise is donated free, with only the donor's trade mark name given in presenting merchandise, are to be discouraged, according to Doug Scott, director of broadcast advertising of Canadian Assn. of Broadcasters. In a circular to CAB member stations he asks for opinions so that policy can be formulated, and advises that a number of stations have turned down such free merchandise prize offers.

WGHF (FM) Joins Rural

AFFILIATION of WGHF (FM New York with the Rural Radi Network Inc., Ithaca, N. Y [BROADCASTING, March 1], was announced April 1 by W. G. H. Finch the station's president. WGHF wi originate facsimile programs fe the other stations in the networ starting in June, it was disclosed The Rural Network is schedule to begin operations early nex month with three of its six pro jected FM outlets.

WCBM PETITION

680 Kc Grant Involved

ASKING FCC to reconsider its 680-kc grant to WCBM Baltimore [BROADCASTING, March 22], Tower Realty Co. of Baltimore told the Commission last week that its own earlier decision to drop out of the 680-kc case was based on a belief that FCC would not reverse its original proposal to make the grant to Lancaster, Pa.

Tower's petition, seemingly unique, pointed out that FCC's proposed decision anticipated a grant of 680-kc to Lomar Broadcasting Co., Lancaster. That proposal was based on the "equitable distribution" provisions of the Communications Act, and Tower said it did not think FCC would fail to make the proposed decision final. Consequently, the petition said, Tower decided to amend its application and apply for 1470 kc with 1 kw, daytime only, at Towson, Md.

But FCC did reverse its proposed decision, and Tower asked for rehearing to give consideration to its own application. Tower said its petition to amend to 1470 kc was being withdrawn. The company said:

. . . If petitioner had known or had adequate reason to believe that the Commission was to reverse its decision . . . on the basis of efficiency of use [of the 680-kc channel], or that a new fulltime station would be authorized in Lancaster and considered by the Commission as a basis for preferring the Baltimore application, it would not have sought to amend its application since its decision to amend was based solely on a desire to bring a new radio service to Baltimore, combined with the belief that the proposed decision . . . would not be changed in its final form.

Censorship

(Continued from page 30)

for Clear Channel Broadcasting Service; Theodore F. Koop, news director, CBS Washington; J. R. Poppele, president, Television Broadcasters Assn., and A. A. Schechter, vice president, MBS.

The resolution commended Secretary Forrestal "upon steps now being taken . . . to coordinate military establishment policies designed for the quick and full release of all information to the American people compatible with the necessary protection of knowledge which should not be revealed to potential enemies."

"We do believe," the report said, "that consciousness of the fact that security of the nation could be compromised by careless or premeditated publication of classified military information on technical, scientific developments should impose an effective restraint on all responsible media of public information."

Few Violations

Subcommittee questioning of those in charge of information branches of the three armed services revealed only three instances since V-J Day when stories regarded as injurious to security had been deliberately or carelessly published.

"On the other hand, testimony was received from each of the three services attesting the willingness . . . to obtain proper clearance in the 'twilight zone' of security," the subcommitee report disclosed.

Meanwhile, civil-military relations were undergoing changes thousands of miles from the Capital scene. The Army issued a new statement of policy placing correspondents in overseas Army areas directly under control of the Secretary of the Army and the Army Chief of Public Information rather than under overseas commanders.

The Army announced that "unfavorable criticism of Army policies or of an individual will not be considered as a basis for disaccreditation." The action stemmed from a long controversy between General MacArthur and correspondents. One of the key figures in the verbal exchanges was Bill Costello, CBS correspondent.

Center Your Attention on

WFOX

Center of the Dial

860 kc

MILWAUKEE

NBC TV Newsreel Adds Wednesday Night Period

NBC VIDEO network will broadcast the NBC *Video Newsreel* on Wednesdays, 10-10:10 p.m., each week starting April 7, the fourth regular period for this program. The show also is broadcast on Monday, Friday and Sunday nights, the last two sponsored by General Electric Co. and Oldsmobile Division of General Motors, respectively.

The ten-minute news program is prepared for NBC by Jerry Fairbanks Productions, under the five-year contract recently negotiated between this film manufacturer and the network. Paul Alley, formerly NBC newsreel editor and now with Fairbanks, continues to supervise production of the NBC television newsreel.

MIDNIGHT MAYOR

Wheeling Names WWVA Man Honorary Manager

Newsman Whitaker at the microphone for a night session.

JIM WHITAKER, newsman and announcer at WWVA Wheeling, W. Va., does such a good job of publicizing his city that Mayor Carl G. Bachman and the city council have appointed him honorary "Sunday Night City Manager" of the city.

City council resolution creating the position cited Mr. Whitaker for his capable coverage of weekly council meetings over the past two years, for community services he had performed and for initiating a rat extermination drive.

"Jim Whitaker," the resolution read, ". . . is hereby authorized to voice the friendship and goodwill of the people and council of the City of Wheeling to the nation on his Sunday evening programs from 11:30 p.m. to 1 a.m." The announcer also was authorized to use his title during his broadcast.

Disc jockey, grocer, farmer— all find speed pays

Transcriptions and radio scripts move regularly by Air Express. In the radio business, *speed pays.*

Frozen foods, as well as food equipment parts, represent a big share of Air Express business. Food industries find *speed pays.*

Even baby chicks—in countless numbers—travel this fastest way. In any kind of business, *speed pays.*

Speed pays in your business, too!

Air Express is the fastest possible way to ship or receive. Goes on all flights of Scheduled Airlines. Door-to-door service, no extra cost. And rates are low: 35 lbs. goes 800 miles for only $8.60. 15 lbs. for $3.80. Use it regularly. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

- Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.

Make Every Month "Perfect Shipping Month" — Use Air Express

AIR EXPRESS

GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U. S.

Durr

(*Continued from page 23*)

Durr has been an avid supporter of racial equality.

All labor elements, non-commercial and educational broadcasters and various cooperative organizations, it is surmised, would rally to the support of Mr. Durr. But the majority of the nation's broadcasters are known to feel that Mr. Durr's philosophy is in the direction of common carrier status and perhaps eventual Government ownership. He has championed every crackdown against the established order in standard broadcasting since he assumed office and was the staunchest advocate of the Blue Book, accepting it as a compromise when his more extreme proposal of setting mathematical formulae of commercial versus sustaining programs was vetoed two years ago.

Mr. Durr, should he decide to enter private law practice, probably would specialize in corporation practice. He practiced law in both Alabama and Wisconsin before joining the Reconstruction Finance Corp. in Washington with the onset of the Roosevelt administration in 1933. He served in various legal and policy capacities with RFC agencies until his appointment to the FCC in 1941.

Record Group in W. Va.

"HAIL WEST VIRGINIA" transcriptions were presented to those who attended West Virginia Broadcasters meeting in Charleston March 27. Records of the college song were made through the cooperation of Standard Radio Transcriptions Inc., West Virginia U. and the State Publicity Commission. New officers of the state association elected at the meeting included: John S. Phillips, president, WGKV Charleston; Allen L. Haid, vice president, WMMN Fairmont; and John T. Gelder, secretary and treasurer, WKNA Charleston. Howard Chernoff, manager of WCHS Charleston, is the retiring president. Members of the executive committee are: Melvin Barnett, WHIS Bluefield; John B. Reynolds, WKWK Wheeling; Joe L. Smith, WJLS Beckley; George H. Clinton, WPAR Parkersburg and Mr. Chernoff. Those shown in front row above include (l to r) Dick Glaser, WTIP Charleston; Mr. Haid, Virginia Cooper, WJLS Beckley; Glacus Merrill, WHAR Clarksburg; Dave Jacobs, executive secretary of the West Virginia U Alumni Association; Mr. Chernoff; Bill Handlan, director of West Virginia Publicity Commission; and Odes E. Robinson, WCHS.

NAB Board

(*Continued from page 23*)

tricts must decide quickly if they desire to hold elections at the district meetings scheduled to start in late July [BROADCASTING, March 22]. For example, George D. Coleman, WGBI Scranton, Pa., director of District 3, must reach a decision in time to permit mailing of nominating forms by May 29, since the district meets July 29-30 at the Bellevue-Stratford, Philadelphia.

First use of the mail balloting system revealed a flaw in the By-Laws due to lack of provision for incumbents or nominees to withdraw their names if they do not desire to run. Mr. Gillin, nominated both as district director and director-at-large, was given his choice and withdrew altogether. He has served well over a decade. Mr. McConnell stayed out of the nominating by submitting the name of another station executive for the eligibility list. Messrs. Harris, Ryan and Way preferred not to run for reelection but their names appeared on the ballots under By-Laws requirements because they received nominations.

Suggested remedy for this flaw is a change in the By-Laws giving all nominees a chance to withdraw within five days if their names are on nominating forms.

Twenty-nine persons were nominated twice for vacant directorships in the recent balloting, with one person nominated in three categories.

German Symbols

A DICTIONARY, containing 120 pages of approximately 1,200 German electrical symbols, originally published for U. S. military use is now available for $3 at Office of Technical Services, Department of Commerce, Washington, D. C. Each symbol is identified according to conventional American designation. Dictionary contains symbols representing switches, relays, selectors, acoustic transmission apparatus, tubes, equipment peculiar to radio television and radar, and communications set-ups.

Independents Seek Two NAB Directors

Cott Starts Petition to Get 5% Membership Support

A MOVE aimed at amendment of the NAB by-laws to assure presence on the NAB board of at least two representatives of non-network stations was started last week by Ted Cott, vice president and program director of WNEW New York.

Mr. Cott, who was one of the leaders of the movement to revise the proposed NAB code, said he was hopeful of acquiring signatures of 5% of the NAB membership, the number needed to initiate a by-laws change, on his petition.

The amendment proposed by Mr Cott would change Article VI, Section 2, Paragraph B to provide:

> There shall be 12 directors-at-large two from large stations, two from medium stations, two from small stations and two from non-affiliated (independent) stations. In the event that the station represented becomes affiliated during the tenure of service on the board the position shall be declared vacant and filled by the board as provided in Section 6.

Mr. Cott said his petition would point out that problems of independent stations are "frequently unlike those of network affiliates." The independents, he said, felt that "their interests could be better protected" if at least two members of the NAB board represented non-network stations.

Meanwhile, approval of the revised NAB code [BROADCASTING, March 29] came from Bernie Judis, vice president and general manager of WNEW. "The early mistake in not taking independent station operations into consideration has been rectified," she said. "This is now a genuine industry document, which reflects the experience and participation of hundreds of radio stations. WNEW hopes that its activities in relation to the code have been of positive help in formulating the final standards. Members of our staff have been active in the revisions, and we are pleased that so many of our recommendations have been accepted."

Zoning Board in Philly Studies Tower Complaint

ZONING BOARD of Adjustment in Philadelphia took under advisement last Tuesday application of Franklin Broadcasting Corp. to erect a 350-ft. tower in the Roxborough section of Philadelphia where residents complained against building of the structure. The company has construction and operating permits for an FM station with call letters WFLN.

The company plans to buy the site from Samuel F. Houston, father-in-law of Lawrence M. C. Smith, president of the station. Abraham L. Freedman, attorney for the company, said the station will cost $75,000 at the outset.

Now...
YOU CAN COVER
THE QUAd-Cities
LIKE AN ECLIPSE

WQUA AT LOCAL STATION RATES

WQUA is *powered* and *programmed* for the QUAd-Cities! Our interference-free day-and-night signal blankets this four-city metropolitan market with planned programming, *of, by* and *for* its more than 200,000 people. Spotlighting their intense local interest in sports (*WQUA carried more than 200 play-by-play broadcasts in its first year!*), news, special events and music against a background of Mutual programs, we have won unprecedented recognition.

AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
A 200,000 Market
DAVENPORT · EAST MOLINE · ROCK ISLAND · MOLINE

"The QUAd-Cities' Station"
WQUA
RADIO CENTER
MOLINE, ILL.
FULL TIME • MUTUAL
REPRESENTED BY
T • H • S
RADIO SALES
BRUFF W. OLIN, Pres., Gen. Mgr.

AM GRANTS

One Fulltimer and Three 1-kw Daytimers Okayed

THREE 1-KW DAYTIME stations and a fulltime local outlet were authorized last week by FCC. One existing station was granted improvement of facilities.

Seward County Broadcasting Co., owned 65% by Alf M. Landon, ex-Governor of Kansas and 1936 Republican Presidential nominee, received a construction permit for 1 kw daytime on 1270 kc at Liberal, Kan. Mr. Landon is permittee of KCLO Leavenworth, and KTLN Denver, both daytime stations.

Craig Broadcasting Co., Chester, S. C., received permit for 250 w fulltime on 1490 kc. Grant is subject to condition that operation must await switch by WKIX Columbia, S. C., from the local 1490 kc assignment to 1 kw day, 500 w night on 1320 kc.

Pleasant Valley Broadcasting Co., Oxnard, Calif., was assigned 1 kw day on 910 kc. Its petition of Feb. 9 for grant without hearing was dismissed.

Third 1 kw daytime authorization, on 1280 kc, went to Carolina Broadcasters, Anderson, S. C.

KYOS Merced, Calif., was granted change of facilities from 250 w on 1490 kc to 5 kw on 1480 kc with directional antenna at night. Comr. Clifford J. Durr voted for hearing.

KPAN, 250 w-daytime outlet on 860 kc, was granted modification of permit to move transmitter and studio site from Canyon, Tex., to Hereford, Tex. Consent also was given for change of name from Randall County Broadcasting Co. to Hereford Broadcasting Co. Marshall Formby and John Blake are partner-owners.

In related actions the Commission last week also denied petition of S. H. Patterson seeking temporary waiver of condition attached to his permit for KJAY Topeka, Kan., to allow operation on 1440 kc with 1 kw simultaneously with his KVAK Atchison, Kan., on 1450 kc. KJAY holds CP for 5 kw day, 1 kw night on 1440 kc and FCC has stipulated it may not commence broadcasting until KVAK switches from 250 w on 1450 kc to 1 kw on 1470 kc.

KVAK at the same time was granted modification of its permit for the change to make adjustments in directional array and specify a new transmitter site. Modification included conditions that Mr. Peterson submit data showing that the composite equipment conforms with FCC's rules anl that he divest himself of all interest in the station. There is pending with the Commission an application for assignment of license of KVAK from Mr. Peterson to Albert Alvin Almada, local physician, for $80,000 [BROADCASTING, April 7, 1947].

An application for modification of the KJAY permit to specify 5 kw night instead of 1 kw was designated by FCC for hearing and KPRO Riverside, Calif., and KEIO Pocatello, Ida., were made parties to the hearing. Mr. Patterson also is owner of KSAN San Francisco.

FCC also denied petition of WERC Erie, Pa., to reinstate its application for change from 250 w on 1230 kc to 5 kw on 1260 kc, directional, and to modify accordingly the Commission's Nov. 6, 1947 order. This ruling had enlarged the issues of a Feb. 5, 1947, order for WERC to show cause why it should not move to 1450 kc to also include 1260 kc. WERC then had filed for 1260 kc but in late January FCC dismissed the application as unnecessary. The show cause order had been made upon request by WLEU Erie, which sought to move from 250 w on 1450 kc to 5 kw day, 1 kw directional night, on 1260 kc [BROADCASTING, Feb. 10, 1947].

The new station grantees and respective ownerships:

Anderson, S. C.—Carolina Broadcasters, 1280 kc, 1 kw, daytime. Sole owner: John J. Powell, 1933-1936 principal owner and general manager of WRDW Augusta, Ga.; member, Georgia Legislature, 1942-1946, and since 1941 engaged in management of personal investments.

Chester, S. C.—Craig Broadcasting Co., 1490 kc, 250 w, unlimited. Owners: Alex B. Craig, real estate dealer and farmer, 50%, and Morgan J. Craig, since 1946 on inactive list of Army as major. Major Craig saw active Army service 1942-1946.

Liberal, Kan.—Seward County Broadcasting Co., 1270 kc, 1 kw daytime. Partners: Alf M. Landon, independent oil producer, ex-Governor of Kansas and 1936 Republican Presidential nominee, permittee of KTLN Denver and KCLO Leavenworth, Kan., 65% interest; William Lee Larrabee, president, Star Lumber Co., 20%; Wilbur V. Griffith, real estate and insurance dealer, and Ralph E. Colvin, vice president and general manager of Star Lumber, 7½% each.

Oxnard, Calif. — Pleasant Valley Broadcasting Co., 910 kc, 1 kw, daytime. Sole owner: Eva Miller Grimes, president, Oxnard Press Courier Inc., publisher daily Press-Courier. The grantee has been in newspaper work for 32 years, with Omaha World Herald, and recipient of Pulitzer award for distinguished public service.

PEACETIME CENSORSHIP VOTED AT GENEVA MEET

PEACETIME censorship proposal for purposes of national military security was given preliminary approval last Thursday by the International Conference on Freedom of Information meeting in Geneva [BROADCASTING, March 29].

The proposal, part of a joint American-French resolution on gathering and international transmission of news, was adopted 19 to 6 with three abstentions. Voting against the proposal were Canada, Russia, Ukraine, Poland, Yugoslavia and Czechoslovakia, while Argentina, Venezuela and Belgium abstained.

It was understood that Canada, Venezuela and Belgium refused to support the motion on the ground they are against all types of peacetime censorship.

BMI Pin-up Sheet

HIT TUNES FOR APRIL

ALL DRESSED UP WITH A BROKEN HEART (Marks)
NBC-THESAURUS—Navatime Trio WORLD—Russ Morgan
STANDARD—Lawrence Welk LANG-WORTH—Johnny Thompson

DREAM PEDDLER, THE (Peer)
Frankie Carle—Col. 38036 Hal Derwin—Cap. 481
Sammy Kaye—Vic. 20-2652

FOOL THAT I AM (Hill & Range—Mutual)
NBC-THESAURUS—Novatime Trio LANG-WORTH—Airlane Trio
STANDARD—Rudy Sooter

I WANT TO CRY (Excelsior)
CHRIS CROSS—Sterling 4004 SAVANNAH CHURCHILL (Manor 1129)

I WOULDN'T BE SURPRISED (Republic)
NBC THESAURUS—Sammy Kaye

IT'S EASY WHEN YOU KNOW HOW (Pemora)
Buddy Clark—Xavier Cugat—Col. 38135 Joan Edwards—Vita 932
John Paris—Vic. 26-9027

LET'S BE SWEETHEARTS AGAIN (Campbell-Porgie)
ASSOCIATED—Mindy Carson LANG-WORTH—Lenny Herman
NBC-THESAURUS—Novatime Trio " Shep Fields
WORLD—Eddy Howard " —Airlane Trio

LOVE IS SO TERRIFIC (Mellin)
NBC-THESAURUS—Jumpin' Jacks WORLD—Les Brown

PASSING FANCY (BMI)
ASSOCIATED—George Towne WORLD—Les Brown
LANG-WORTH—Larry Clinton

TERESA (Duchess)
NBC-THESAURUS—Music of Manhattan STANDARD—Curt Massey
" Les Paul Trio
LANG-WORTH—Lenny Herman

WHO PUT THAT DREAM IN YOUR EYES? (Stuart)
LANG-WORTH—Chuck Foster STANDARD—Dick Jurgens
CAPITOL—Buddy Cole

WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone)
LANG-WORTH—Four Knights
NBC-THESAURUS—Sweetwood Serenaders WORLD—Nat Brandwynne
STANDARD—Freddy Martin

YOU'RE GONNA GET MY LETTER IN THE MORNING (London)
WORLD—Charlie Spivak NBC-THESAURUS—Slim Bryant

YOU'VE CHANGED (Melody Lane)
STANDARD—David Le Winter

Coming Up

A BED OF ROSES (Johnstone)
A FEW MORE KISSES (Patmar)
GILLY GILLY, WISH WASH (Marks)
I'D LIKE TO GET YOU ALONE (Marks)
I'M LOOKING FOR A SWEETHEART (Jay-Dee)
JUNGLE FANTASY (San Juan)
LOVE IS FUN (Encore)
MY PROMISE TO YOU (BMI)
RHUMBA JUBILEE (Amigo)
SERENADE (Duchess)
SOMEONE CARES (Campbell-Porgie)
SWING LOW SWEET CLARINET (Stuart)
THERE I GO (BMI)
TROUBLE IS A MAN (Regent)
WHO'S GOT ALL THE DOUGH (Alvin)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

KLAN NEWS

Columbus Station Says Coverage Justified

A. E. MICKEL, general manager of WGBA and WGBA-FM Columbus, Ga., said last week that the stations treated the so-called Ku Klux Klan episode, which led to a demand for revocation of their licenses [BROADCASTING, March 29], just as "any hot story would have been."

His statement was in reply to the petition filed with FCC by F. W. New, editor and publisher of the weekly *Georgia Tribune* at Columbus, who protested the handling of stories purporting to link him with a Klan meeting at which three members of the Columbus *Ledger-Enquirer* staff claimed to have been mistreated. He said a formal answer will be submitted to FCC by the stations' Washington counsel, Dempsey & Koplovitz.

"While the Columbus *Ledger-Enquirer* newspapers and the radio stations have common ownership," he said, "the stations operate independently and have in no way whatsoever been influenced by the papers in this case. WGBA and WGBA-FM feature news, and this story was treated as any hot story would have been handled."

Mr. Mickel denied that the stations "editorialized." The *Ledger* editor, he said, was asked for a statement and recorded an editorial which was broadcast "purely because of its news value." He continued:

Endeavoring to cover both sides of the question, these stations made arrangements to use a radio station studio in Atlanta so that we might obtain a statement by Dr. Samuel Green, Grand Dragon of the Ku Klux Klan. A broadcast loop was ordered in and kept live for five hours so that we might procure such statement, which was broadcast by tape recorder once over WGBA-FM and again over both stations on the following day.

He pointed out that WGBA and WGBA-FM also recorded and broadcast a 15-minute statement by Mr. New, in which "our listeners first learned the details of New's petition [to FCC]." He denied that Mr. New was "challenged" to answer charges, asserting that when Mr. New failed earlier to appear to make the recording this fact was announced "in order to answer the many telephone calls from our listeners."

To claims of censorship, he said that Mr. New agreed, during discussions just before the recording was made, that in a broadcast over another station he had made "certain statements . . . which had no bearing on the case." In the recording for WGBA, he said, Mr. New eliminated these statements and "certain statements" which Mr. Mickel did not consider to be in good taste.

RIGHT PHOTO—Mr. New, as he appeared March 17 at the WGBA and WGBA-FM studios to tape record his statement.

* * *

BELOW—The three "Ledger" staff members as they tape recorded their statements March 13. L to r: Mr. Mickel, Photographer Joe Talbot, Reporters Jim Bellows and Carlton Johnson. Bryan Coller, editor of the "Ledger," not in picture, also recorded an editorial on the paper's position.

Yes **KFYR** 550 KC 5000 WATTS NBC AFFILIATE BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*

*ASK ANY JOHN BLAIR MAN TO PROVE IT

TV APPLICATIONS

Landon Among Five Asking Channels

APPLICATIONS for five new commercial television stations, including one initiated by Alf M. Landon, ex-Governor of Kansas and 1936 Presidential nominee, were filed last week with FCC.

Partnerships, each composed of the same three independent oil producers, have applied for new commercial video outlets in San Antonio, New Orleans, Phoenix and plan also to seek TV in Corpus Christi [BROADCASTING, March 15].

Channel 5 (76-82 mc) is sought by the group as San Antonio Television Co. at San Antonio. Applicant is a partnership of R. L. Wheelock, W. L. Pickins and H. H. Coffield, independent oil operators. Messrs. Wheelock, Pickins, Coffield, and John B. Mills, also oil producer as well as stockholder in many Texas, New Mexico, Arizona and Oklahoma hotels, doing business as Phoenix Television Co., seek Channel 5 at Phoenix as Phoenix Television Co. Plans contemplate erection of a 260-foot antena atop the Westward Ho Hotel.

Mr. Landon of Topeka, Kans., doing business as Landon Television Broadcast Co., has applied for Channel 5 (76-82 mc) at Denver. Station would be operated in conjunction with his KTLN, an AM outlet authorized and under construction. An independent oil producer, Mr. Landon also is permittee of KCLO Leavenworth, Kan., and 65% owner of Seward County Broadcasting Co., Liberal, Kan., permittee of new AM station (see story this issue).

Channel 7 (174-180 mc) in Omaha is sought by KFAB Broadcasting Co. of Lincoln, Neb., licensee of KFAB Omaha and permittee of KFAB-FM Lincoln. Staff of 70 would include Harry Burke, Omaha, general manager; L. A. Miller, Lincoln, program director.

Applicant Principals

The new applicants, facilities requested and ownership include:

Albany, N. Y.—Hudson Valley Broadcasting Co., Inc. Channel 7 (174-180 mc) effective radiated power 2.4 kw visual, 1.2 kw aural, antenna 1,171 ft. over average terrain. Total estimated cost $176,125, first year operating cost $125,000, revenue $100,000. Applicant has obtained definite commitments from sponsors for TV time totaling $57,000. Applicant is licensee of WROW Albany and permittee for WROW-FM Albany.

Denver, Col.—Alf M. Landon, individual doing business as Landon Television Broadcast Co. Channel 5 (76-82 mc) 16.9 visual, 8.5 aural, antenna 370 ft. Initial cost $180,000, first year operation cost not specified, revenue not specified; programming 75% commercial, 25% sustaining. Applicant is sole owner of KCLO Leavenworth, Kan., and KTLN Denver, and 65% owner of Seward County Broadcasting Co., Liberal, Kan., AM permittee.

Omaha, Neb.—KFAB Broadcasting Co. Lincoln, Neb. Channel 7 (174-180 mc) 24.4 visual, 12.7 kw aural, antenna 415 ft. Initial cost $205,081, first year operating cost $150,000, revenue $75,000. Applicant is licensee KFAB Omaha and permittee KFAB-FM Lincoln.

Phoenix, Ariz.—R. L. Wheelock, W. L. Pickens, H. H. Coffield and John B. Mills d/b as Phoenix Television Co. Channel 5 (76-82 mc) visual 17.5 kw, 8.7 kw aural, antenna 402 ft. Initial cost $171,500, first year operating cost $96,000, revenue unknown. Would operate on 75% commercial, 25% sustaining basis. Each partner holds one fourth interest.

San Antonio, Tex.—R. L. Wheelock, W. L. Pickens and H. H. Coffield, partnership d/b as San Antonio Television Co., Channel 5 (76-82 mc) 17.86 kw visual, 8.94 kw aural. Initial cost $194,500, first year operating cost $90,000, revenue unknown.

Wood carving courtesy Hamilton Watch Company, Lancaster, Penna.

DEADLINE
APRIL-24th
NAB
Convention
Issue

Just 3 weeks till deadline . . .

The 1948 NAB Convention Issue will feature an expanded analysis of competitive radio billings. Hitherto unreleased figures on 24 general product groups; product name, amount the sponsor spends, where he spends it and what his money buys. Timely figures based on the last 3 months of 1947 and the first 3 of 1948.

Watch, too, for BROADCASTING'S capsule analyses of radio success stories. Program, type, sponsor, how it's produced, how it's merchandised, what it's designed to accomplish and its sales record.

These two articles, plus regular spot news, NAB features, by-lined stories on current radio problems, assure top readership for the Convention Issue. And for your sales story. Circulation: 16,500 guaranteed. Regular rates. Write, wire or call (collect) for reservation.

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The Weekly Newsmagazine of Radio
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PHOENIX
ARIZONA

POPULATION ... DOUBLES!

A RECENT SURVEY BY THE PHOENIX POST OFFICE SHOWS 245,212 PERSONS RECEIVING MAIL.

PHOENIX 1940 METROPOLITAN CENSUS ONLY 121,000.

RETAIL SALES ... QUADRUPLE!

ARIZONA TAX COMMISSION FIGURES SHOW KOY-LAND (MARICOPA COUNTY) RETAIL SALES AT $317,827,000 FOR 1947. 1940 SALES ONLY $71,920,000.

CAPTURE ... THIS RICH GROWING MARKET WITH

KOY

550 kc
PHOENIX

MANAGEMENT AFFILIATED WITH W.L.S. CHICAGO
BURRIDGE D. BUTLER - PRESIDENT

CBS

NATIONAL REPRESENTATIVES
JOHN BLAIR AND COMPANY

WIS.-ILL. CASE

Fourth Ruling Made in 1480-1490 kc Scrap

DECISIONS in the complex, long contested Illinois-Wisconsin scramble for 1480-1490 kc were issued by FCC last week to:

1. **Grant request of Radio Wisconsin Inc. for 1 kw fulltime, directional, on 1480 kc at Madison, Wis., and deny application of Edwin Mead for same facilities at Rockford, Ill. Also denied petition of Radio Wisconsin to amend to request 5 kw day, 1 kw night.**

2. **Grant application of Village Broadcasting Co. for 250 w fulltime on 1490 kc at Oak Park, Ill., and approve request of Beloit Broadcasting Co. for 100 w fulltime on 1490 kc at Beloit, Wis.**

3. **Deny competitive 1490 kc-250 w applications on The Elgin Broadcasting Co., Elgin; Vincent G. Cofey, Elgin, and Community Broadcasting Co., Oak Park, Ill.**

In the 1490 kc case Comrs. Wayne Coy, Paul A. Walker and E. M. Webster considered that the application of Community Broadcasting should be preferred to that of Village Broadcasting. Comrs. Walker, Webster and Clifford J. Durr further considered that a grant should be made at Elgin rather than at Beloit and Oak Park.

But Comr. Durr, citing that interference by the proposed Beloit operation to WCLO Janesville, Wis., is substantial within meaning of the Commission's rules, held that Elgin is a more distinct community apart from Chicago than Oak Park and should receive local service. With the majority preferring Oak Park over Elgin, however, he considered that the request of Village Broadcasting should be preferred.

Regarding the 1480 kc case, Comrs. Walker, Durr and George E. Sterling would have preferred the Mead application to that of Radio Wisconsin but for the fact the grant to Beloit precluded a grant to Mead.

FCC originally had proposed to approve the Mead request but in supplemental proposed decision in March and final decision in late June 1947 [BROADCASTING, July 7, 1947] the Commission held the Beloit grant took preference over Mead's request. The Mead application had not been filed until April 1946 while the 1490 kc hearings had been concluded in March of that year.

The 1490 kc rulings have fluctuated among Elgin Broadcasting, Village Broadcasting and Beloit Broadcasting individually and in combination. The Commission on Feb. 18 set aside then existing grants to Elgin Broadcasting, as well as Radio Wisconsin, and ordered another oral argument [BROADCASTING, Feb. 23].

Radio Wisconsin is headed by Morgan Murphy of Superior and owned by a group including Harry Sauthoff, former Congressman; Minnesota Tribune Co., and stockholders in Arrowhead Network stations and a group of Wisconsin and Minnesota newspapers.

Village Broadcasting is a partnership owned 35% by William L. Klein, who is 80% owner of United Broadcasting Co., Chicago radio advertising, transcription and production firm. Joseph Triner, president of Joseph Triner Corp., Oak Park, maker of proprietary medicines and wholesale liquor distributor, and Charles M. Hickman, local attorney, hold 27½% each.

Beloit Broadcasting is owned solely by Sidney H. Bliss who with members of his family are virtually sole owners of the Gazette Printing Co. Southern Wisconsin Radio Inc., subsidiary, is licensee WCLO Janesville, Wis., of which Mr. Bliss has been manager for 15 years.

Network Hits At TV Grants Policy

YANKEE NETWORK told FCC last week that its new policy of changes in the television allocations plan [BROADCASTING, March 29] "constitutes legal error."

The protest was filed against the Commission's refusal to hear Yankee's Bridgeport television application—which seeks a channel currently allocated to the Hartford-New Britain area—in consolidation with the Hartford-New Britain applications. FCC ruled that changes in the allocations plan, such as that sought by Yankee, must be preceded by separate rule-making proceedings.

Yankee's protest and request for reconsideration, filed by W. Theodore Pierson of the Washington law firm of Pierson & Ball, contended this process is contrary to the Communications Act and that FCC's rules "clearly provide" that an application that is mutually exclusive with an application for another community's channel "would be entitled to a comparative hearing. . . "

FCC's policy, the petition said, is "unreasonable and unfairly discriminatory." Yankee also protested FCC's ruling that the network had failed to offer evidence in support of its request.

As an alternative to its request for reconsideration and admission to the Hartford hearings, Yankee asked that it be allowed to intervene, that the issues be enlarged to include questions with reference to Yankee's qualifications and its proposal to move a Hartford channel to Bridgeport, and that the hearing, set for April 19, be postponed 60 days.

RADIO-BRED CORN
Guatemala Project of KMA
Owner Is Success

Mr. Langfitt (l) and Researcher Enrique Salas inspect Guatemalan corn test plot.

AMERICAN FARMERS may fall heir to revolutionary corn growing techniques, thanks to KMA Shenandoah, Iowa.

KMA has been making corn news for the last three years. Its farm service director, Merrill Langfitt who has traveled more than 41,000 miles during the past year rounding up this news, is presently at Antigua, Guatemala, furnishing daily reports for KMA on the work of Iowa State College's Tropical Research Center there. The Center is an endowment of the May family owners and operators of KMA.

Earl E. May in 1945 visited President Charles E. Friley of Iowa State College and made suggestion that Guatemala maize might contain characteristics which would materially increase the U. S. yield. Work commenced that year with Mr. May providing finances and President Friley furnishing scientific "know-how."

Yields have been increased 25 bushels to the acre, according to the KMA officials. Experiments are said to have been more successful than scientists had anticipated. Meanwhile KMA listeners are being supplied news of some of the latest and most spectacular developments in the world of corn.

JOHN ARTHUR has been added to cast of Jerry Fairbanks Productions' "Public Prosecutor" television film series for NBC.

21st Year
regional promotion campaigns
HOWARD J. McCOLLISTER
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Clears at Cross Roads

(*Continued from page 21*)

be impossible to meet the May 1 deadline for submitting proposals for changes in NARBA. The U. S. is understood to be ready to ask for an extension of the present NARBA for at least a year beyond the March 28, 1949 expiration date, in order to accommodate a postponement of the treaty revision conference currently scheduled for August.

Continuation of the clear-channel system unchanged with power limitations kept at 50 kw consequently appeared likely for at least a year longer.

Representatives of the FCC and of the Senate committee told State Dept. officials a week ago that in their view extension of NARBA was the only course open under the circumstances [BROADCASTING, March 29].

At that meeting were FCC Chairman Wayne Coy and Comr. George E. Sterling; Assistant Secretary of State Garrison Norton and Walter Radius, director of the Office of Transportation and Communications under Mr. Norton, and Sen. Edwin C. Johnson (D-Colo.), author of the Johnson Bill and ranking minority member of the Senate committee. Sen. Charles W. Tobey (R-N. H.), acting chairman of the Committee, was unable to attend that meeting but reportedly had already indicated his agreement that an extension of NARBA is necessary.

Stress Service Need

The clear-channel stations will stress to the Committee that "approximately 60% of the area of the U. S. and over 23,000,000 of its population (scattered over virtually all the states) are dependent on skywave service from clear-channel stations for their only nighttime broadcast reception, and a very much larger area and population are dependent on this skywave service for any choice of programs. . . .

"It is conservative to say that over 40,000,000 people in this country are solely dependent on clear-channel stations at night, and many more are dependent on such stations for a choice of programs."

Mr. Caldwell noted that only clear-channel stations provide skywave service and that "the other classes of stations (Class 2, regional, and local) are so hemmed in by interference which they mutually cause to each other at night that they serve only relatively small areas embracing the cities in which they are located and the immediate environs."

Enactment of the Johnson Bill, he insisted, would inevitably increase the number of stations serving city listeners, "at the expense of the all too meager service now available to the many millions who depend on clear-channel stations for service."

CCBS is expected to make a strong bid for its plan of achieving nation-wide radio coverage through the use of at least 20 clear-channel stations operating with 750 kw power.

Mr. Treloar, representing the views of the Montana Assn. of Broadcasters in particular and regional and local stations in general, told BROADCASTING that "there is no doubt that the independent broadcaster anywhere in the nation today is alarmed because he is in jeopardy, and has shown himself to be in full accord with the Johnson Bill." He continued:

As to the power of a radio station, it comes down to this formula. The greater the power, the bigger the circle. Congress is, in effect, determining the sphere of influence which will be given to one voice of the air. Failure to pass this bill means giving the reins of public information over to one man, regardless of what city he might be from.

As the circle enlarges, so enlarges the influence of one man's voice coming over the super-power station. This voice grows stronger as the local and regional smaller stations go silent because of their natural limitations to compete. If this should happen, small voices all over America would be stilled. Frank, honest discussion of local issues, upon which democracy thrives, will be stifled if the clear-channel group succeeds in making this airways grab by defeating the Johnson Bill.

Meanwhile, Mr. Craney of the "XL" stations circulated a letter admonishing broadcasters that "if you want to stay in this business of broadcasting you better do everything within your power to see to it that this bill becomes law."

On the other hand, President B. J. Palmer of WHO Des Moines, a clear-channel station, wrote to Sen. Tobey declaring opposition to the Johnson measure on grounds that "it will harm radio broadcasting; that instead of better service to all radio listeners there will be less; that it will seriously jeopardize radio assets and resources now possessed by the U. S."

He maintained that "super-power" is a "myth from the minds of people with little vision."

Col. Palmer also noted that "key stations in the defense pattern in time of war are inevitably clear-channel stations. Only clear channels with ample power can alert given areas and activate regional and local stations in that area. Military records substantiate this."

W. B. Ryan, general manager of KFI Los Angeles, another clear-channel outlet, found it not surprising that advocates of the break-down bill outnumber its opponents. But, he told Sen. Tobey in a letter, "if justice is to be done the listener, a 'station vote' cannot be given even serious consideration in the decision . . ."

He said the rural listener is "the person around whom this whole issue revolves," and that he is willing to abide by the vote of this type of listener.

1900 Frank S. Megargee 1948

FRANK S. MEGARGEE, 47, president of Scranton Broadcasters Inc., which operates WGBI Scranton, Pa., died of pneumonia March 30 in a Scranton hospital.

A radio enthusiast since childhood, when his hobby was constructing his own receiving sets, Mr. Megargee built that hobby into a successful business. Shortly after completing his college education (he was a graduate of Columbia U.), he opened a radio store in Scranton. In the rear of the store he set up and operated a 10-w station, which soon gave birth to WGBI.

Scranton Broadcasters Inc. was organized in 1925 and on Jan. 22 of that year WGBI began operation. Station operates on 910 kc with 1 kw daytime and 500 w at night.

First associates of Mr. Megargee in his radio venture were Al K. Harvey, engineer, and Carl Grossinger. Later Mr. Megargee assumed sole ownership.

Mr. Megargee had made plans to expand WGBI's facilities and had applied for both television and FM permits.

He was also interested in other phases of radio. Before the outbreak of World War II his experiments with shortwave and intercommunication were carried on between trucks using the highways.

Surviving him are his wife, Madge Monaghan Megargee, four daughters and a son.

S-2231 Witnesses

(*Continued from page 21*)

John McDonald, farm director, WSM.

Victor A. Sholis, director, WHAS Louisville, Ky.

Lt. Gov. Lawrence Wetherby, Kentucky.

Harry M. Shacter, chairman, Committee for Kentucky.

Joseph Betts, information director, Kentucky Farm Bureau Federation.

Frank P. Schreiber, manager, WGN Chicago.

Harold Totten, farm director, WGN.

John M. Outler Jr., manager, WSB Atlanta.

Marshall Wells, farm director, WJR Detroit.

Loys D. Barbour, director, Texas Farm Bureau Federation (representing WBAP Fort Worth).

Hugh A. L. Halff, president, WOAI San Antonio.

Walter Hammon, president, Texas Farm Bureau Federation.

J. B. Kidd, rancher and former Federal Migratory Labor supervisor, San Antonio.

Bill Shomette, farm and ranch director, WOAI.

Pryor Lucas, president, Texas Hereford Assn.

Clayton Puckett, president, Texas and Southwestern Cattle Raisers Assn.

Ralph Hardy, station relations director, KSL Salt Lake City.

C. Richard Evans, assistant manager, KSL.

Glen A. Wilkinson, of Washington counsel for KSL.

Thomas N. Dowd, of Washington counsel for KOB Albuquerque.

NETWORKS

(Specially invited by Senate Committee)

Raymond F. Guy, manager, Radio & Allocations Engineering, NBC.

Mark Woods, president, ABC.

William Wright, assistant technical director, CBS.

Witness from Mutual, probably E. M. Johnson, director of the engineering department.

FOR THE BILL

Franz O. Willenbucher, attorney for WIKY Evansville, Ind.

John F. Claggett, for WKDK Newberry, S. C.

Bert Georges, manager, WHEB Portsmouth, N. H.

Joseph L. Brechner, manager, WGAY Silver Spring, Md.

Seymour N. Siegel, director, WNYC New York.

Frank U. Fletcher, part owner, WARL Arlington, Va., and also representing WCMW Canton, Ohio.

Hulbert Taft Jr., director, WKRC Cincinnati.

Morris H. Blum, manager, WANN Annapolis, Md.

Charles U. Wayland, counsel for WEW St. Louis.

Herbert L. Wilson, owner, WHLW Rutland, Vt.

Edward Breen, president, KVFD Fort Dodge, Iowa.

Walter Tison, president, WALT Tampa, Fla.

Richard F. Lewis Jr., owner, WINC Winchester, Va.

H. H. Leake, director, KOAG Stillwater, Okla.

S. A. Cisler, vice president, WKYW Louisville, Ky.

Rex Howell, manager, KFXJ Grand Junction, Colo.

Arthur McCracken, manager, WGPA Bethlehem, Pa.

Austin A. Harrison, president, KSWM Joplin, Mo.

Byrne Ross, president, KLPR Oklahoma City.

Chet L. Gonce, KXXL Reno, Nev.

Fred Bailey or Dr. J. T. Sanders, National Grange.

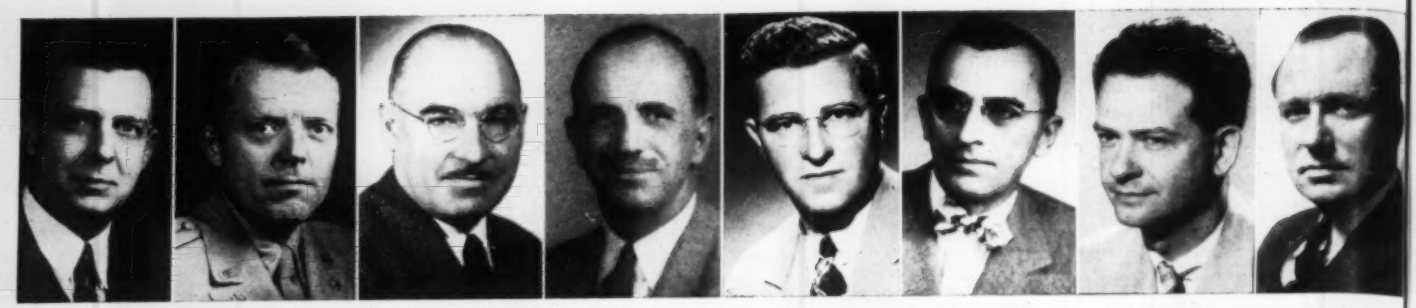
Stephen Tuhy Jr., Washington counsel for KGAR Garden City, Kan.; KWGB Goodland, Kan.; WABZ Albemarle, N. C.; Tyler Broadcasting Co., Tyler, Tex.

N. Joe Rahall, president, WNAR Norristown, Pa.

Andrew Jarema, president, WKOP Binghamton, N. Y.

Ted H. Whitley, owner, WGTL Kannapolis, N. C.

Martin Karig, president, WWSC Glens Falls, N. Y.



Mr. Carlson | Mr. Page | Mr. Guy | Mr. Howard | Mr. Lodge | Mr. de Mars | Mr. Towner | Mr. Marx

NAB's Big Wish

(*Continued from page 22*)

ert A. Fox, of the G. A. Richards stations (WGAR Cleveland, WJR Detroit, KMPC Hollywood). Engineers familiar with the work of Mr. Fox, who is still ironing out kinks in the process, believe it will have widespread use, since interference can be measured at any given point without disrupting broadcast service. Actual ratio of strength of various signals is shown.

Stereophonic sound demonstration will be given at the Friday luncheon by Dr. Haldon A. Leedy, acting director, Armour Research Foundation, Chicago. Winding up the Friday afternoon meeting will be an FCC-industry roundtable in which both groups will frankly discuss common problems. A number of FCC engineering specialists are to take part, perhaps including Commissioner George Sterling.

Guests of Weiss

Engineers and managers will be guests Friday evening of Lewis Allen Weiss, Don Lee vice president and general manager, and of Western Electric Co. at the new Mutual-Don Lee studios. Saturday they will take a tour of Mt. Wilson television stations and the observatory.

The NAB Engineering Executive Committee will hold the only executive committee meeting scheduled thus far for convention week. These meetings have been curtailed under the new management conference formula. The engineering group will meet at 8 a.m. Tuesday in the Biltmore, adjourning before sessions resume at 10 a.m.

Though reservation forms for the Management and Engineering Conferences were mailed only a fortnight ago, replies have been coming in rapidly, the NAB reports. Late last week nearly 300 confirmed reservations had been received for the management meeting, with almost 100 received for the engineering session.

Four out of five request rooms or suites in the Biltmore Hotel, scene of the week's proceedings. Available rooms will be allotted in order of receipt of reservations.

To stimulate attendance NAB announced Friday it would give individual "Certificates of Attendance" suitable for framing to every delegate attending, and a trophy for the district having the highest percentage of attendance. The trophy will be a permanent one, to be held each year by the winning district.

Analysis of reservations Friday showed that exactly half come from east of the Mississippi, with New York and Chicago leading. Texas ranks high in the western reservations.

NAB board members will be guests of the Los Angeles Chamber of Commerce Thursday at a Palm Springs luncheon. They will be flown to the resort.

NAB MANAGEMENT CONFERENCE AGENDA

MONDAY, MAY 17 (10 a.m.)

Call to order—Howard Lane, WJJD Chicago, Chairman, Board Convention Committee.
Welcome address—William B. Ryan, KFI Los Angeles, 16th District Director.
Greetings from Los Angeles—Mayor Fletcher Bowron.
Welcome from Southern California Broadcasters Assn.—President William J. Beaton, KWKW Pasadena.
Welcome to California—Gov. Earl Warren.
"Radio Broadcasting a Profession"—President Justin Miller.
"NAB — Your Association" — Executive Vice President A. D. Willard Jr.
"Controlling Labor Costs"—Richard P. Doherty, NAB Employe-Employer Relations Dept. Director; panel discussion by broadcasters.

LUNCHEON (12:30 p.m.)

Speaker to be announced.

AFTERNOON SESSION (2 p.m.)

"NAB's All-Radio Presentation"—Eugene Thomas, WOR New York, chairman Sales Managers Executive Committee; Victor Ratner, CBS; Gordon Gray, WIP Philadelphia.
The Standards of Practice—Judge Miller presiding; Harold Fellows, WEEI Boston; John Meagher, KYSM Mankato, Minn.; Willard D. Egolf, WBCC-FM Bethesda, Md.; Harold Fair, NAB Program Dept. Director.
General discussion of Standards of Practice.

TUESDAY (10 a.m.)

Call to order—Judge Miller.
"Facts for the Future—The Broadcaster's Stake"—Carl Burkland, CBS, chairman of NAB Research Committee, presiding; Dr. Kenneth H. Baker, NAB Director of Research.
"BMB'S 1949 STORY"—Hugh M. Feltis, BMB president.
"Your Stake in BMI's Future"—Carl Haverlin, president, BMI.
"The Status of Music Performance Licensing"—Theodore C. Streibert, WOR New York, chairman, Music Advisory Committee.

LUNCHEON (12:30 p.m.)

Wayne Coy, FCC Chairman (subject to be announced).

AFTERNOON SESSION (2:30 p.m.)

"Broadcasting—Horizons Unlimited"—Panel discussion on outlook of AM, FM, TV, Facsimile.
General Discussion.
NAB Business Session.
Report of Resolutions Committee.
Other Business.
Adjournment.

EVENING

Annual banquet, Biltmore Bowl. Entertainment by Southern California Broadcasters Assn. in cooperation with ABC, CBS, MBS, NBC.

TENTATIVE ENGINEERING AGENDA

THURSDAY (9 a.m.)

Jack R. Poppele, WOR-MBS vice president, presiding.
"Comparative Field Measurements—Comparison of Propagation Characteristics Between Channels 4 and 7 in Washington Area," E. C. Page, RCA-Victor consultant.
"Television and FM Transmitting Plants," Raymond F. Guy, manager, Radio and Allocations Engineering, NBC, and John L. Seibert, project engineer, NBC.
"The Small Television Stations," James B. McLean, manager, Philco Television Corp.
"TV Studio Systems," M. A. Trainer, manager, television equipment, RCA-Victor.
"Light Sources for Television Studio Lighting," F. E. Carlson, Lamp Dept., General Electric Co.
"Remote Control Television Lighting," Capt. W. C. Eddy, director of television, WBKB Chicago-Balaban & Katz Corp.

LUNCHEON (12:30-2:15 p.m.)

Royal V. Howard, NAB Engineering director, presiding.
"The Engineer's Role in Broadcasting," NAB President Justin Miller.

AFTERNOON SESSION (2:30 p.m.)

Frank Marx, ABC engineering vice president, presiding.
"The CBS Grand Central Television Studios," William B. Lodge, CBS general engineering director, from a paper by A. B. Chamberlain, CBS chief engineer.
"Television Field Broadcasts, Including Radio Relay," R. W. Clark, NBC.
"Network Facilities for Audio and Studio Broadcasting," Ernst H. Schreiber, Pacific Telephone & Telegraph Co.
"Installation and Maintenance of Television Receivers," Edward Edison, RCA Service Co., Los Angeles.
"Absolute Speed for Magnetic Tape, Demonstration of Tape Reproduction at 30-feet per Second," R. H. Ranger, president, Rangertone Inc.
"Magnetic Tape Editing Device," H. W. Pangborn, assistant chief engineer, KNX-CBS Hollywood, from a paper by R. S. O'Brien, CBS New York.

FRIDAY (9 a.m.)

Paul A. deMars, consultant, Raymond M. Wilmotte Inc., presiding.
"The Economics of Coverage in FM Broadcasting," Everett L. Dillard, WASH Washington - KOZY Kansas City, president of FM Assn. and member-elect, NAB Board of Directors.
"A Studio Transmitter-Link Radio System," W. C. Broughton, assistant sales manager, Broadcast Equipment Division, and D. J. Nigg, engineer, Transmitter Division, General Electric Co.
"Measuring Equipment and Techniques for FM and AM Broadcast Transmitters," David Packard, president, Hewlett-Packard Corp.
"Factors Affecting Performance of Directional Antenna Systems," A. Earl Cullum, consultant, Dallas.
"A System for Measuring Co-Channel Interference," Robert A. Fox, General Engineer Dept., G. A. Richards stations

LUNCHEON (12:30-2:15 p.m.)

"The Development of Magnetic Recording Leading to Stereophonic Sound demonstration by Dr. Haldon A. Leedy acting director, Armour Research Foundation, Chicago.

AFTERNOON (2:30 p.m.)

Orrin W. Towner, WHAS Louisville, technical director, presiding
"Developments in Sound and Relay Broadcast Equipment," J. L. Hathaway, assistant manager of engineering developments, NBC.
"Modern Design Features of CBS Studio Audio Facilities," Lester H. Bowman, manager, CBS Western Division technical operations, from a paper by A. B. Monroe and C. A. Palmquist, CBS New York.
FCC-Industry Roundtable, Mr. Howard presiding.

Wilkinson

(*Continued from page 22*)

stations has doubled, FM has developed from a few stations to a thousand, and television has grown from a handful of stations to almost 100. His resignation was understood to be dictated by the feeing that he could no longer afford the financial sacrifice involved government service, in which has engaged for 15 years.

Now 39, he is a native of Chela Wash., and received his B.A. degree *magna cum laude* from Whman College at Walla Walla, whe he graduated first in his cla Studying under a Carnegie Fellership, he received the Certificate the Faculte de Droit, U. of Pa in 1932, and the following year Ph.D. degree in international at American U., Washington, D. where earlier he had received M.A. degree. He received his LL degree from Georgetown L School, Washington, in 1938.

Mr. Plotkin is a native of Ath Mass., and a Harvard Law Sch graduate, *magna cum laude*, 19 From 1937 to 1940 he was with t Chicago firm of Topliff & Horwe He became chief of the litigati and administration division in O tober 1942, under the Chairma James Lawrence Fly regime, a has figured prominently in broadcast policy and litigation ma ters since he became an assista general counsel.

There was speculation as to Plotkin's successor—assuming th he is named to the post vacated Mr. Wilkinson. Most likely a pointee is Max Goldman, assista chief of the division. Others m tioned include William Bauer, te vision and patent law expert; E ward F. Kenehan, chief of the A section, Broadcast Division; Ric ard A. Solomon, of the Litigati section, and Bernard Koteen, chi of the Review Section.

How come WFBR is FIRST in Baltimore?

No radio station was ever accused of modesty. If you have super-power, you blow your top about it. If you sell your time for lunch money, you get up on your hind legs and yell.

But what does a radio station have to sell? An advertiser can't put a zillion watts in the bank—and no matter if he buys time for 2c a year, it's expensive if it doesn't deliver the goods.

Radio stations sell *audience*—and *that's* how come WFBR is first in Baltimore!

FACT: For October-February, Hooper shows WFBR FIRST in morning period: 8-12 A.M.

FACT: For October-February, Hooper shows WFBR FIRST in afternoon period: 12-6 P.M.

FACT: During the months of October through February, WFBR led all other stations in Baltimore, according to Hooper Total Rated Time Periods from the Hooper Station Listening Index for the City of Baltimore.*

FACT: WFBR seats 100,000 studio visitors yearly! WFBR audience broke all Maryland records for March of Dimes contributions! WFBR audience wrote in for 75,000 tickets because of one mention that a few were available! Yes, in America's 6th largest Market, WFBR is your first choice!

**Hooper Station Listening Index—October, 1947, through February, 1948.*

WFBR

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... symbolizes WHAM leadership to listeners in Western New York.

WHAM is the station for TOP listening and also the place to visit in Rochester. 5,000 people each week witness 13 locally originated programs at Rochester Radio City. More than 35,000 people took guided tours during the first two weeks the building was open.

WHAM gives you Rochester, Monroe County PLUS 43 rich and prosperous Western New York counties . . . over 900,000 radio homes.

For coverage . . . for listener loyalty . . . for prestige . . . WHAM TOPS THEM ALL

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NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERY CO
"The Stromberg-Carlson Station"

Production

PHIL BOOTH, program head of KTLA Hollywood, has been named program director of that station, relieving him of all production details. Other appointments named were: **GORDON WRIGHT**, production supervisor; **CHARLES THEODORE**, operations supervisor; and **JOHN SILVA**, remote operations supervisor.

LLOYD GRANT, formerly with KOTA Rapid City, Iowa, has joined KELO Sioux Falls, S. D., as announcer, replacing **GENE PIATT**, resigned.

RALPH D. WILLEY, former program director of WQUA Moline, Ill., has been appointed program director of WKTY La Crosse, Wis., new 1000-w station on 580 kc to begin operations sometime in April.

EASTON C. WOOLLEY, director of station relations and traffic departments for NBC, also has assumed responsibility for station relations and traffic operations of NBC's television activities. He will report on these matters to **HARRY C. KOPF**, administrative vice president, but will work directly with **NORAN E. KERSTA**, director television operations, and **CARLETON D. SMITH**, manager. **CHARLES C. BEVIS JR.** who has been handling station relations and traffic in TV department, has been temporarily transferred to station relations department, reporting to **SHELDON HICKOX**.

DAVE WIDDER, former newscaster-announcer at WGBA Columbus, Ga., and KRES St. Joseph, Mo., has joined announcing staff of WPIK Alexandria, Va. He succeeds **JOHN SCHEAFER**, resigned.

TED McKAY, chief announcer at WSUA Bloomington, Ind., has been promoted to position of production manager.

BILL GRITMAN, formerly with WBAX Wilkes-Barre, Pa., has joined WHWL Nanticoke, Pa., as morning announcer.

PAUL MARCOTTE has been appointed supervisor of continuity of KALE Portland, Ore., and **HUGH SMITH** has joined as production manager.

BOB WYLIE, former announcer with WOL Washington, has joined WAKR Akron, Ohio, as staff announcer.

SID TEAR, chief announcer at WFHG Bristol, Va., has been appointed program director, succeeding **LEE GOELLER**, resigned. **VERLIN MAYS** has replaced Mr. Tear as chief announcer.

JACK GWYNN, formerly of KTBC Austin, and **CHARLES BOLAND**, formerly of WACO Waco, Tex., have joined KRLD Dallas, as announcers. **JOANN SIMPSON** has re-joined KRLD program department.

DOUG McBRIDE, formerly of CJGX Yorktown, and CKOV Kelowna, has joined CFAR Flin Flon, as program director and sales co-ordinator.

PAUL RITTS, formerly of WFIL-TV Philadelphia, has joined program department of WCAU-TV Philadelphia. He previously has been with KWY, WCAU, WFIL and WPTZ, all Philadelphia, and WFAA Dallas. During the war he produced and directed radio and stage shows as a member of Army Air Forces.

JOHN McKNIGHT, formerly with WMCA New York, WTOP Washington and WGAR Cleveland, has joined announcing staff of WHLI and WHNY(FM) Hempstead, N. Y.

JOE H. PALMER has been signed to announce the horse races for CBS. Mr. Palmer also is turf writer for the New York Herald Tribune.

BOB EMERY signed long-term contract with DuMont television network last week to continue as producer of juvenile program, "Small Fry Club," and teen-age series, "Rainbow House," Du Mont announced. In addition to his present shows, Mr. Emery is to be in charge of developing new youth programs.

SCOTT ERWIN, former announcer and special events man of KTBS Shreveport, La., has joined WCLA Baton Rouge, as program director.

MILTON SHREDNIK, musical director of KOA Denver, is vacationing on doctors' orders. He will be absent from station for at least 30 days. **CHARLES SCHEUERMAN** will handle musical direction during Mr. Shrednik's absence.

ROBERT Q. LEWIS, CBS comedy star, has been signed by Pathe-Warner newsreel to do comedy narration.

FRANK LOKEY, formerly with WCRS Greenwood, WNOX Knoxville and WINN Louisville, and **CHARLIE NEWCOMB**, formerly with WTIP Charleston, W. Va., and WTNT Augusta, Ga., have joined announcing staff of WORD Spartanburg, S. C. Also added to WORD announcing staff are: **AL WILLIS**, formerly with WNBF Binghamton, N. Y.; **CLARENCE STRIBLING** and **BOB VAUGHN**, both formerly with WORD and returning after work with other stations.

PAUL O. GODT, former KFEL Denver program manager, has joined KMYR Denver, in newly-created post as planner and developer of programs. Prior to joining KFEL, he was at KXOK St. Louis. **DOLORES PLESTED** continues as program director of KMYR.

DOROTHY BROWN, continuity acceptance editor of ABC Hollywood, is on three-month leave of absence to undergo major surgery. During her absence, **KATHERINE CALVERT** will take charge of her duties.

CORIE BURDICK, former Dr. Kate on NBC program of that name, has started five-weekly hour program "Dr. Kate Calling" on KEEN San Jose, Calif.

LYNN GIFFORD, former WRRN Warren, Ohio program director, has joined KRDU Dinuba, Calif., in similar capacity.

HAZEL KENYON MARKEL, public relations director of WTOP Washington, has been elected member of American Newspaper Women's Club.

JACK FULLER, former freelance announcer, has joined announcing staff of WBBM Chicago.

JIMMY TRIPPE, staff announcer and salesman at WFEB Sylacauga, Ala., is the father of a girl, Nancy Jean.

JOHN McGIVER, radio and screen writer, has joined WGN-TV Chicago, as scriptwriter. He will be in charge of that phase of station's operation.

ARTHUR NELSON, nationally known puppeteer, has been appointed director of marionette shows for WGN-TV Chicago. Mr. Nelson and his wife formerly produced marionette shows for BBC television.

KEITH McKENNEY has been appointed program supervisor for WWJ-TV Detroit.

THIS ISN'T a mischievous boy playing cook in his mother's kitchen. It's the new "women's editor" at WKMO Kokomo, Ind., Billy Clare. Clyde Caswell, WKMO program manager, was looking for someone to direct women's programs when Mr. Clare, a mere 52 inches tall and student at Indiana U., came to the studio and asked for a job. After some consideration Mr. Caswell hired the 26-year-old student as a culinary arts announcer and billed him as the "Littlest Chef in the World." The women's editor problem is solved and in Mr. Caswell's words, "the boy is doing a bangup job."

JIM HAWTHORNE started for 13 weeks two hour weekly recorded music program "Hawthorne Thing" on two Los Angeles stations, KFVD and KIEV March 28 for Honest John, Los Angeles car dealer. Starting April 12 Mr. Hawthorne will do same show half-hour weekly for AFRS for 26 weeks.

Talent Wanted

WBEN-TV Buffalo, which is scheduled to begin regular telecasting in late spring, has announced a search for talent for its programs and has invited all professional performers and qualified amateurs to audition. Station, which is now telecasting test patterns, has extended general invitation to all talent from dancers to jugglers and fashion models to puppeteers. Persons capable of giving entertaining instructional demonstration in fields such as flying, cooking and photography, also are invited to audition.

BILL JOHNSTONE will play lead in CBS "The Whistler" for Household Finance Corp., Chicago, program's Eastern sponsor. **BILL FORMAN** plays part for Signal Oil, West Coast sponsor.

EDWARD ARNOLD, star of ABC "The President" program, is on four-state tour of Utah, Idaho, Oregon and Washington as member of President Truman's "Overseas Aid Committee" consulting with governors and other state and civic officials.

WALTER ARNOLD has replaced OWEN JAMES as announcer of ABC "The President" program.

CY HOWARD, producer of CBS "My Friend Irma," is in New York where he will lecture on radio comedy writing at Barnard College, Columbia U.

KAY CAMPBELL has joined cast of NBC "Katie's Daughter" serial as Mrs. L. Conway.

ED (Archie) GARDNER, star of NBC "Duffy's Tavern," is the father of a boy born March 25 in Santa Monica, Calif.

EVERETT SLOANE, stage and radio actor, has joined cast of MBS "Superman" series.

LEORA THATCHER has joined cast of NBC serial "Lora Lawton" as Mac Mulvaney.

HUGH TOMAS has been added to cast of NBC "Woman In White."

BILL LEYDON, former disc m.c. at KMPC Hollywood, has started programs on two Los Angeles stations—"Bank of Dough," daily giveaway show on KFWB, and weekly recorded music program "Specialties in Music" on KFI.

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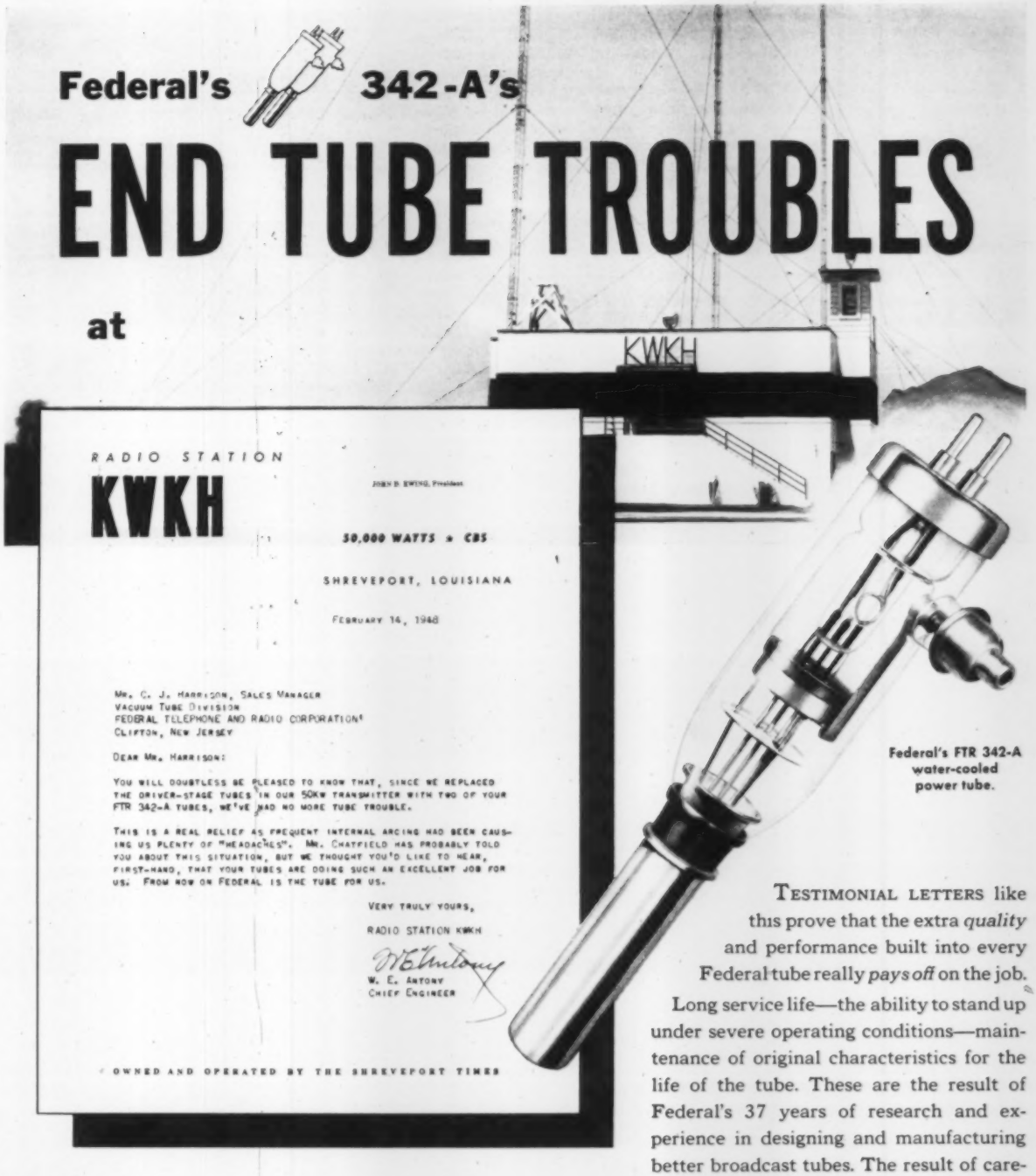

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TV Morgue

VIDEO is serving the cause of the Los Angeles police department. By special arrangement with Klaus Landsberg, general manager of KTLA Hollywood, city's police will have still pictures of missing and wanted persons aired nightly at 7 p.m. in five-minute public service feature.

FM LOOKING UP

It Will Replace AM, Damm Declares

FM EVENTUALLY will replace AM, Walter Damm, vice president and general manager of radio, The Journal Co., Milwaukee, said in Chicago last Wednesday. Mr. Damm addressed the weekly luncheon of the Chicago Radio Management Club.

"Once manufacturers empty their warehouses of present sets —once FM sets become cheaper, nothing can stop it. FM will replace AM as the American system of broadcasting. Whether it will be five or ten years—I don't know."

Mr. Damm, who is in charge of WTMJ WTMJ-FM and WTMJ-TV, said The Journal Co. had increased its audience for network shows since it began duplication on WTMJ-FM, citing the Jack Benny program in particular. The station is duplicating 100%, he said, at a cost of $35,000 a year.

WTMJ-FM's signal, he reported, has been extending as far as 105 miles beyond Milwaukee, affording better reception than that offered by its AM outlet. At the same time, in answer to a question whether FM would adequately cover the rural areas, he said he believed it would do a fine coverage job, despite eventual limitations which would result from the launching of an increasing number of FM stations.

Gives Views on TV

Mr. Damm also briefly reviewed WTMJ-TV's experiences, including comments on cost of investment, installations, personnel and types of programming. He told the group WTMJ-TV has had operating costs of $44,000 for the months of January and February. He said the station was realizing about 50% of what he considered "the break-even point" in revenue.

Foreseeing video as the ultimate standard, he said: "People just won't be satisfied with sound alone . . . it's like going into a theatre and hearing only the dialogue. A televiewer is a 90% audience loss for aural broadcasting during the evening hours."

New WBKB Equipment Designed by Station Staff

INSTALLATION of new equipment at WBKB Chicago, the Balaban & Katz video outlet, will make it possible for the station to televise shows "which are not now technically possible in any other station in the country," Capt. Bill Eddy, director, announced Monday. The new facilities, designed mostly by WBKB engineers to specifications of producers and directors, will be completed this year.

Present cameras will be replaced with new-type RCA studio image orthicons. A new control system will provide new methods of dissolving and fading. The station will be equipped to handle any standard type of film. The master control room soon will be able to integrate into a single program live action from two studios, scenes from film or slides on any of six projectors, events transmitted by remote crews, and material from WBKB's South Bend relay network.

Technical

HARLES H. GIRT, former chief engineer of WHBC Canton, Ohio, has been appointed chief engineer WCMW Canton. Mr. Girt joined WH in 1941. During war he served w Signal Corps and Office of War Inf mation in radio capacity, includ posts of chief engineer at Radio A donnes, Belgium, and Radio Frankf Germany.

HORACE FOWLER, former engineer WPEN and KYW Philadelphia, j joined engineering department at WC Philadelphia. He will handle maint nance and construction work on WCA TV. **ALBERT BIZIK**, recently w RCA Victor television department, a **WILLIAM G. WASHEIM** also have joi technical department of WCAU. B are attached to WCAU-TV transmit group.

ROBERT SCHREINER, formerly w Federal Telephone and Radio Co. a Sperry Gyroscope Co., has joined en neering staff of WHLI and WHNY-F Hempstead, N. Y.

RCA TUBE Dept. has announced n lightning arrestor, designed to quickly and easily into television a FM receiver installations. Unit is m keted at suggested list price of $1. Tube Dept. also has developed ult sensitive electronic microammeter, pable of measuring DC currents do to one-billionth of an ampere. N instrument is portable, battery- erated, vacuum-tube meter, with price of $100.

HERBERT W. HOLTSHOUSER, form of WBKB Chicago, has joined te sion engineering staff of WeXIS, exp mental television station of K Salt Lake City.

JOHN WELCH, technician at W Hartford, is the father of a boy, T othy, born March 24.

GENERAL ELECTRIC Co., Meter Instrument Div., Schenectady, N has announced new line of 3½-i panel instruments of internal-pivot sign, suitable for use in radio, p supplies, transmitters, amplifiers, New instruments, known as Type 7 71, have been especially designed better readability, according to GE

CHARLES BURGE of sales staff KXOK St. Louis, has been elected p surgeon of Downtown Post, No. 6 of Veterans of Foreign Wars.

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"VIC" DIEHM SAYS:

COMING OUR WAY?

I don't think I have to twist your arm — Not after you read these undisputed facts.

1. We're right in the heart of Luzerne County, third largest populated county in Penna.
2. BMB reports that 9 out of 10 radio families in our coverage area hear your sales message every week.
3. A full promotion program supplements all time buyers programs in this $55,000,000 market.

For further information write to

Vic Diehm c/o WAZL

or

Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

WAZL

Established 1932 - Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

KOY FM PHX

PIONEERING IN KANSAS CITY

SINCE 1942

—

NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET

—

O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

New Business

(Continued from page 13)

Joan Tomkins will replace Charlotte Holland, however, April 12. NBC will continue the five-a-week series in 11-11:15 a.m. segment while CBS has scheduled it for 2:30-2:45 p.m. period which Toni originally bought in advance. Addition of another network will give the company six shows in May. Agency: Foote, Cone & Belding, Chicago.

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice, grape jelly, grapeade), April 7 starts for 13 weeks Wed. and Sat., 3:15-3:30 p.m. (PST) segments of *Meet the Missus* on CBS Pacific stations. Agency is Buchanan & Co., New York.

SWIFT & Co.'s *Swift Show* on the NBC television network, formerly heard Fri. at 1 p.m., switched to Thurs. at 8:30 p.m. on April 1. Program, which now stars Lanny Ross, replaces *Swift Home Service Club*. McCann-Erickson, New York, is agency for Swift & Co.

Adpeople • • •

HENRY M. SWARTWOOD has been appointed director of advertising of Kaiser-Frazer Corp., Willow Run, Mich. Formerly consultant on advertising and public relations with Kaiser Co., Mr. Swartwood will assume joint responsibility with **HAL BABBITT**, director of public relations, and **NORRIS NASH**, sales promotion manager, for combined operations of company's advertising, public relations and sales promotion departments. Prior to joining Kaiser organization, Mr. Swartwood was in Pacific Coast radio. He had been program manager of KOIN Portland and on board of governors of Oregon State Broadcasters' Assn.

Mr. Swartwood

ROBERT M. PRENTICE has been named assistant advertising manager of Calumet-La France Div. of General Foods Corp., effective April 1. Mr. Prentice joined firm in 1938, and served as advertising manager of export division before his new appointment. **DAVID W. THURSTON**, assistant export advertising manager, succeeds Mr. Prentice in that capacity.

THOMAS M. CURTIN has joined advertising staff of Westinghouse Electric Co., New York, after having served as advertising director of the Cargocaire Enginering Corp., New York.

Signal Oil Co. Sponsors Pacific League Baseball

SIGNAL OIL Co., Los Angeles, in co-operation with three other sponsors, March 30 started broadcasts over four stations of Pacific Coast League baseball games to run seven weekly for the next six months. League games broadcast are Oakland Oaks, Hollywood Stars, Los Angeles Angels and Seattle Raniers.

Co-sponsors include Pabst Sales Co., Los Angeles (Pabst Blue Ribbon Beer), on KLAC Hollywood; Brown & Williamson Tobacco Co., Los Angeles (Wing cigarettes), on KMPC Hollywood; Remar Baking Co., Oakland, Calif. (bread), on KLX Oakland; Hanson Baking Co., Seattle (bread), on KING that city.

Fred Haney announces on KLAC; Bob Kelley, KMPC; Bud Foster, KLX, and Leo Lassen, KING. Barton A. Stebbins Adv., Los Angeles, handles Signal Oil account.

REBROADCASTS of daily races of Western Harness Racing Assn. which started April 2 to continue to May 15 at Santa Anita Race Track, are being heard five weekly for half-hour on KLAC Hollywood. Actual running is recorded daily on the spot for rebroadcast in evening.

TV-CREATED PROBLEMS VIEWED BY MacDONALD

BROADCASTERS, communication companies and set manufacturers have sufficient faith in the future of America to solve the economic and business problems posed by television, John H. MacDonald, NBC administrative vice president, declared last week.

Mr. MacDonald

Addressing the 25th anniversary meeting of the Hartford, Conn. chapter, National Assn. of Cost Accountants in Hartford on March 30, Mr. MacDonald said the problems created by television necessarily follow any progressive step.

"Obviously, a new industry such as television cannot become profitable immediately; in fact, some years will be required before profits of real consequence will be realized," he said.

CHARLES C. SQUIRES, of NBC research department, won the Advertising Club of New York's Gold Medal Award April 1 for his essay on "What I got out of the advertising and selling course of the Advertising Club of New York."

Light of Happiness

ALTHOUGH STILL sightless, Paul Clark has realized a long-cherished ambition to present piano concerts for a radio audience. Quarter-hour concerts by the 42-year-old pianist are aired over WHBC Canton, Ohio, Sunday afternoons under sponsorship of the Canton Refining Co. Mr. Clark's program is introduced by his original theme song. During the program he presents classical, popular and original compositions. The blind musician moved to Canton four years ago searching for employment. Failing to secure industrial employment, he has supported himself through piano playing engagements before service clubs and in places of entertainment. Radio is his newest venture.

Mr. Clark

Feature of The Week

(Continued from page 18)

"where a couple of thousand other ad-fraternity friends of WOW now have Silver Anniversary dollars on deposit . . . WOW has 9[0] coverage in the county where [you] have your new investment . . . WOW alone serves this area . . . Ad-dollars invested here reap [rich] returns . . ."

DEPT. of Audio-Visual Instruction of National Education Assn., through its executive secretary, Vernon Dameron, has cited WFIL-TV Philadelphia for its part in preparing a demonstration of the educational potentialities of television for a conference of the association held in Atlantic City in February.

PHILADELPHIA'S No. 1 Independent

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.

Program Hoopers

First 15 Evening—National

(March 15 Report)

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	Year Ago + or —	Year Ago Position
Truth or Consequences	136	Procter & Gamble	Compton Advertising	31.7	21.4	+10.3	13
Jack Benny*	161	American Tobacco	Foote, Cone & Belding	26.2	29.4	+2.0	4
Fibber McGee & Molly	141	S. C. Johnson & Sons	Needham, Louis & Brorby	31.1	29.9	+1.2	2
Radio Theater	152	Lever Bros.	J. Walter Thompson	27.3	24.0	+3.3	7
Bob Hope	128	Pepsodent Div.—Lever Bros.	Foote, Cone & Belding	26.2	30.7	—4.5	1
Amos 'n' Andy	149	Lever Bros.	Ruthrauff & Ryan	24.9	23.3	+1.6	9
Fred Allen	160	Ford Dealers of America	J. Walter Thompson	24.1	29.5	—5.4	3
Arthur Godfrey's Talent Scouts	145	T. J. Lipton Div.—Lever Bros.	Young & Rubicam	22.8	---	---	--
Charlie McCarthy	143	Standard Brands	J. Walter Thompson	22.6	26.8	—4.2	5
My Friend Irma	146	Lever Bros.	Young & Rubicam	22.0	---	---	--
Walter Winchell*	220	Andrew Jergens Co.	Robert W. Orr	21.8	22.6	—0.8	10
Bandwagon	159	F. W. Fitch Co.	L. W. Ramsey	21.0	20.3	+0.8	14
Music Hall	143	Kraft Foods	J. Walter Thompson	20.2	12.7	+7.5	49
Red Skelton	160	B. & W. Tobacco Corp.	Russel M. Seeds	20.0	25.9	—5.9	6
Life of Riley	136	Procter & Gamble	Benton & Bowles	18.0	16.4	+1.6	22

*Benny and Winchell includes first and second broadcasts.

Top 10 Daytime Program Hoopers

(March 15 Report)

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	Year Ago + or —	Year Ago Position
Our Gal, Sunday	79	Whitehall Pharmacal	Dancer, Fitzgerald & Sample	9.1	7.6	+1.5	7
Big Sister	88	Procter & Gamble	Compton Advertising	9.0	6.0	+3.0	23
Ma Perkins (CBS)	80	Procter & Gamble	Dancer, Fitzgerald & Sample	8.9	7.0	+1.9	14
Backstage Wife	143	Sterling Drug	Dancer, Fitzgerald & Sample	8.3	6.3	+2.0	19
Arthur Godfrey	158	Liggett & Myers	Newell-Emmett Co.	8.2	---	---	--
When a Girl Marries	76	General Foods	Benton & Bowles and Young & Rubicam	8.1	8.0	+0.1	2
Romance of Helen Trent	77	Whitehall Pharmacal	Dancer, Fitzgerald & Sample	8.0	7.7	+0.3	5
Right to Happiness	143	Procter & Gamble	Compton Advertising	7.8	7.8	0.0	3
Stella Dallas	142	Sterling Drug	Dancer, Fitzgerald & Sample	7.7	7.5	+0.2	8
Rosemary	64	Procter & Gamble	Benton & Bowles	7.6	6.8	+0.8	15
Grand Slam	48	Continental Baking	Ted Bates Inc.	7.6	4.5	+3.1	41

Leading Pacific Program Hoopers

(March 30 Report)

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	Year Ago + or —	Year Ago Position
Walter Winchell*	36	Andrew Jergens Co.	Robert W. Orr	29.0	26.5	+2.5	4
Fibber McGee & Molly	36	S. C. Johnson & Sons	Needham, Louis & Brorby	26.8	27.1	—0.3	3
Radio Theater	36	Lever Bros.	J. Walter Thompson	26.1	25.1	+1.0	5
Jack Benny *	36	American Tobacco	Foote, Cone & Belding	25.5	28.5	—3.0	2
Fred Allen	36	Ford Dealers of America	J. Walter Thompson	24.0	22.1	+1.9	9
Bob Hope	36	Pepsodent Div. Lever Bros.	Foote, Cone & Belding	23.4	31.0	—7.6	1
Charlie McCarthy	36	Standard Brands	J. Walter Thompson	23.4	19.4	+4.0	12
Amos 'n' Andy	36	Lever Bros.	Ruthrauff & Ryan	23.3	24.4	—1.1	7
Red Skelton (CH)	36	B. & W. Tobacco Corp.	Russel M. Seeds Co.	21.8	24.7	—2.9	6
My Friend Irma	36	Lever Bros.	Young & Rubicam	20.8	---	---	--
Bandwagon	36	F. W. Fitch Co.	L. W. Ramsey Co.	20.2	19.3	+0.9	13
Truth or Consequences	35	Procter & Gamble	Compton Advertising	20.0	20.4	—0.4	10
Arthur Godfrey's Talent Scouts	36	T. J. Lipton Co.—Div. Lever	Young & Rubicam	19.1	---	---	--
Mr. District Attorney	36	Bristol-Myers Co.	Doherty, Clifford & Shenfield	18.5	18.6	—0.1	14
Duffy's Tavern	36	Bristol-Myers Co.	Young & Rubicam	18.1	20.0	—1.9	11

(CH)—Computed Hooperating

*Includes second broadcast

Parks Praises Promotion Work of Radio For Army

RADIO has been "generously cooperative" in both war and peace in promoting the Army's activities, Maj. Gen. F. L. Parks, chief of the Public Information Division, wrote NAB President Justin Miller in welcoming formation of a committee to spearhead radio's observance of Army Day April 6. Judge Miller is ex-officio chairman of the committee of 15, comprising Army veterans.

Committee members include:

David Sarnoff, NBC board chairman; William S. Paley, CBS board chairman; Robert E. Kintner, executive vice president of ABC; A. A. Schechter, vice president of MBS; Ken R. Dyke, administrative vice president of NBC; Harry Wilder, WSYR Syracuse; Albert Warner, chief, MBS Washington news staff; Richard A. Borel, general manager, WBNS Columbus, Ohio; John S. Hayes, manager, WINX Washington; Lester W. Lindow, manager, WFDF Flint, Mich.; Edward M. Kirby, WMAK Nashville; Jack Harris, manager, KPRC Houston; James Hanrahan, Scripps-Howard Radio Inc., Cleveland; Mark Finley, KHJ Los Angeles; Douglas Meservey, Simmel-Meservey, Beverly Hills, Calif.

AMOS KIRBY, farm editor of WCAU Philadelphia and conductor of station's "Rural Digest," has begun a column in the Philadelphia Sunday Bulletin. Column, titled "The Farmer Comes to Town," covers happenings on tri-state agricultural front.

AM WLBR FM

HAS MORE LISTENERS IN THE LEBANON AREA THAN ALL OTHER STATIONS COMBINED

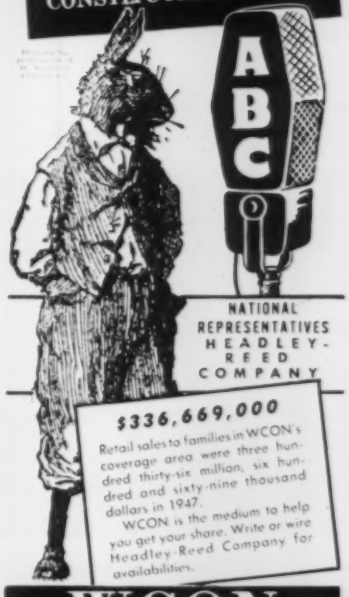
—Robert S. Conlan Survey

Within 30 miles of Lebanon, Pennsylvania, over 1,000,000 buyers in six cities and eight counties—comprising a rich agricultural and steel market—spend $300,000,000 annually in retail sales . . . When considering Central Pennsylvania, be sure to specify—

JULIAN F. SKINNELL
—Operations Manager—
REPRESENTED BY RAMBEAU

IN ATLANTA IT'S WCON

THE ATLANTA CONSTITUTION STATION



NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY

$336,669,000

Retail sales to families in WCON's coverage area were three hundred thirty-six million, six hundred and sixty-nine thousand dollars in 1947.

WCON is the medium to help you get your share. Write or wire Headley-Reed Company for availabilities.

WCON
5000 WATTS • 550 KC

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Are you a radio time salesman? Can you sell programs and keep them sold? There is a gold mine waiting to be opened by a real radio salesman who is not afraid of work. He could become sales manager. A thousand watt, fulltime network station. Write fully to Box 17, BROADCASTING.

Network affiliate in northern Wisconsin has small town selling opening in established, prosperous territory. Pleasant working conditions, good earnings for ambitious, stable worker. Write full details to Box 65, BROADCASTING.

Experienced time salesman for new 1000 watt Mutual affiliate. Send picture and salary requirements to KPUG, Bellingham, Washington.

WANTED
STATION MANAGER

For regional network station in southern California. Must have lots of sales experience and direction of salesmen. Prefer western man but not necessary. In answering submit detailed information relative to experience and personal habits and give references. Also send picture and when available. Compensation salary and profit participation. Job available immediately for right man.

BOX 102.
BROADCASTING

Wanted—Mature, experienced, aggressive manager for well situated local in midwest industrial and educational center. Box 105, BROADCASTING.

Salesmen

Salesman for 5 kw unlimited time midwestern station in small but good market. Need a livewire, energetic person with lots of ideas. Salary and commission open. Box 104, BROADCASTING.

Wanted—Two salesmen—who want to earn $7500 per year. Immediate, permanent openings in midwest. Give details, references, pix, first letter. Box 103, BROADCASTING.

Announcers

Wanted—An announcer for 250 watt, fulltime network affiliate station in small market, northern New York area. Veteran desiring training program acceptable. Write Box 13, BROADCASTING.

Can You Wake Up
A Sleeping City?

WANTED — A "morning man" with enough air personality and salesmanship to make non-listeners turn on their sets and switch listeners in a big, competitive market.

Field is wide open. No station in town has one-man morning show. Good money for producer. Promotionally minded net affiliate in one of nation's top ten markets in East. In first letter tell us about your experience, type of work and proof of performance. If there's possibility of getting together will ask for disc and give you complete details in personal interview.

BOX 991, BROADCASTING

Help Wanted (Cont'd)

Announcer-disc jockey, experienced ad-lib and well versed in participation shows. Disc and photo must precede interviews. WMMW, Meriden, Connecticut.

Good all-round announcer able to handle news, sports and disc jockey show. Starting salary $50 for 40 hours. Box 99, BROADCASTING.

Announcer—For central U. S. metropolitan market of 500,000. Must have following qualifications—1, Experience. 2, Good recommendations. 3, Knowledge of programming. 4, Able to handle disc jockey show. 5, Resonant selling voice. 6, Congenial and willing to work. This position pays 80 dollars for 40 hour week to start. Send particulars, with photo first letter. Box 75, BROADCASTING.

Announcer—Staff position with NBC affiliate in progressive market. Send disc, photo and detailed information to WTCB, Flint, Michigan.

Wanted—First rate all-round announcer who is able to gather and write local news. Eastern affiliate, starting salary $50 for 40 hours. Box 98, BROADCASTING.

Combination man who is good announcer. Start at $53. KAVR, Havre, Montana.

Technical

Transmitter engineers, fulltime kilowatt. Car necessary. $50.00 weekly if accepted. WGEM, Quincy, Illinois.

Montana — Combination operator-announcer with good voice. Airmail photo, disc, KPRK, Livingston. Housing available.

Operator - announcer—Progressive central Florida network affiliate wants combination man. First class license. Send audition disc. Box 91, BROADCASTING.

Radio Engineer, capable of adjusting (or learning) complex directional antennas, for position with Washington consultant. State detailed qualifications, education, and salary requirements. Box 118, BROADCASTING.

Production-Programming, others

Wanted—Experienced radio news men, with or without B.A. Degree, as lecturers or assistants in large midwestern school of Journalism while working for M.A. or Ph.D. Openings June and September. Write Box 971, BROADCASTING.

Scriptwriter, with wide range of experience, at leading eastern university. Documentaries, dramatizations, variety shows. State qualifications and salary. List references. Box 18, BROADCASTING.

Experienced continuity writer, male or female, to handle traffic, special events. Also, experienced announcer capable doing disc jockey, interview shows. Audition disc, picture required. Good salary, chance for advancement. Excellent location. Reply Box 45, BROADCASTING.

Traffic gal. The person we want is young, brimful of enthusiasm, easy to work with, good on detail, anxious to get ahead. Experience in traffic desirable but secondary to these qualifications. We are a young, fast growing network affiliate. Box 64, BROADCASTING.

Program director for northern New York station. Must be experienced with ad-lib audience shows. Will consider experienced announcers. Box 87, BROADCASTING.

Traffic girl with experience for midwest MBS affiliate. Unless experienced, do not apply. Write WKOW, Madison, Wisconsin.

Situations Wanted

Managerial

THREE MEN IN ONE MANAGER!

Can efficiently handle manager, sales manager, program director positions. 14 years experience with proven record successful operation. Highest trade references. Can keep small station in black or pull out of red. Presently employed as manager. Available two weeks. Box 101, BROADCASTING.

Manager with outstanding know-how in sales, programming, promotion and public relations. Can build profits for a progressive station which may be finding it difficult to operate in the black—or, will plan, start and operate a new station. Good showman, mature, aggressive and hard worker. Available May 1st. Box 38, BROADCASTING.

Available within 90 days, experienced combination station manager-program director-commercial manager. $7,500 minimum. Interested only new stations or those having difficulties operating in black. Will guarantee results on salary plus bonus basis. Now employed. Reply Box 46, BROADCASTING.

Commercial manager, experience all phases radio. Thorough knowledge sales, programming, promotion. Box 69, BROADCASTING.

Manager. Now in executive position with metropolitan New York independent. Can even better brilliant record with proper incentive. Box 73, BROADCASTING.

Now member of executive staff of top TV station. Desires sales manager's position with West Coast station. Have assisted in organizing present station sales research department. Production experience over 700 live shows. Will assist in organizing TV station. Double in production if needed. Box 77, BROADCASTING.

STATION OWNERS . . .

SOUTHERN or WEST COAST!

You can profit by the desire of the president and sales manager of nationally-known radio transcription company to make permanent home in warmer climate. The past records of these two men are well-known; both thoroughly experienced in station management, sales and programming, from 250 watt rural markets to NBC, CBS, Chicago, New York. Interested in profit-sharing and preferably option on partial ownership. Address: Radio Dep't., Suite 1102, 360 N. Michigan, Chicago 1, Ill.

Long on experience short on titles. Fifteen years behind microphone, overlapping duties in production, news, public relations, promotion, special features. Major station. Desire shift to management only in above capacity. Box 93, BROADCASTING.

Announcers

Announcer, 7 years experience, desires all night disc jockey, past experience is proof of ability. Excellent mail pull. Single, reliable and sober. Salary is no object. Will go anywhere. Now employed. Details on request. Box 896, BROADCASTING.

Tired of specialists who can't handle routine? Topflight announcer, newsman, ten years key stations, desires eastern connection. Box 999, BROADCASTING.

Employed announcer desires position in San Francisco area. Veteran, 26, versatile—emphasis on news, classical music. Disc, photo available. Box 67, BROADCASTING.

Sports editor—Presently employed. Experienced in play-by-play of all sports, preparing sportscasts and reinactments. Equipped to set up a sport's department or continue your present policy. Salary important, but secondary to station atmosphere. Box 70, BROADCASTING.

Situations Wanted (Cont'd)

Experienced, versatile sportscaster. Now employed south. Wants position preferably upper midwest. Reply Box [illegible] BROADCASTING.

Announcer—Vet, trained in leading radio school. Write commercials, programming, news editing. Desire location in west, midwest, southwest. Will send disc and photo on request. Box [illegible] BROADCASTING.

Announcer—Single, graduate of accredited Hollywood radio school in all types of announcing. Two years schooling and experience. Wish experience and further on-the-job training. Will travel; available immediately. Box 80, BROADCASTING.

Announcer, experienced, versatile. Married, 26, primarily newscasting, disc jockey. Available May. Disc, photo, references upon request. Stan Mierz, P. O. Box 1776, San Diego, Calif.

Announcer. Sales. 6 months commercial college, army experience. Single, 25. Basic salary $52.50. Jeff Kevan, 5404 Kenmore, Chicago 40, Illinois.

Announcer—Disc jockey-vocalist-continuity writer. Can handle own control. Married. Dick Weiss, 146 W. Greenfield Ave., Lombard, Illinois.

Experienced announcer desires improvement. If you want a good newscaster, versatile announcer—base salary $[illegible]. Send for disc. Box 68, BROADCASTING.

Announcer—Good news and commercial man. Vet, single, versatile, permanent. Louis Schneidman, 2951 N. Washtenaw Ave., Chicago, Illinois.

Announcer. 23 years of age, married, will travel. Graduate of School of Radio Technique. Am qualified in all phases of announcing. I am willing to work and work hard to gain experience. Discs and photos on request. Write or wire J. V. Sigafoose, 4536 N. Harding Ave., Chicago, Illinois.

Announcer and/or continuity writer. Married, vet, 24, three years general and specialized training. No budding genius but very willing to try. Disc, pix on request. Box 110, BROADCASTING

Experienced announcer—program director. Young college grad. Box [illegible] BROADCASTING.

RADIO
ACCOUNT EXECUTIVE

To the Agency or Company with substantial present or potential radio billings this 34-year-old New York advertising executive is anxious to prove his value.

Administrative skill, plus writing ability and a thorough understanding of radio advertising from 1938 to date, is supplemented by a knowledge of what makes a business "tick"—acquired when serving as a business analyst for a Wall Street underwriter.

My talents are at your disposal if you have an advertising problem. The opportunity to be of real assistance is paramount. Can we talk it over? Write

BOX [illegible]
BROADCASTING

Situations Wanted (Cont'd)

Announcer - sportscaster. Play-by-play major sports. News, special events, commercial copy. Experienced. Available April 17. Box 106, BROADCASTING, CHICAGO.

Available June 1st. Single, energetic young man. Navy veteran with ideas. B. (Radio) U. of Michigan, M. A. (Drama) Columbia, radio and stage experience, announce, produce, write copy. Seeks position with future. Box 111, BROADCASTING.

College grad, 25, 1st class license, desires announcer or operator-announcer position. Will take G.I. Bill training. Box 9, BROADCASTING.

Announcer available immediately. Professionally trained in announcing, news editing, producing and continuity writing. Let audition tell story. Glen Williams, Sorento, Illinois.

Desire position as staff announcer on progressive station. Graduate of School of Radio Technique, New York. Disc submitted on request. Allen Kronold, 272 West 79th St., New York, N. Y.

Announcer-copywriter, 6 years experience in Los Angeles radio wants announcing job anywhere in the eleven western states. Good references. Contact Jerry Fields, KGIL, Sherman Oaks, Calif.

Sportscaster - Single, 28, Experienced play-by-play baseball, basketball, and football. Also newscasting, special events and disc shows. Presently employed. Desire to locate Michigan, Wisconsin, Minnesota, or Ohio. Highest recommendations. Box 100, BROADCASTING.

Announcer, Vet, 23, single. Short on experience, long on ambition, desires position with small station. One year's training all phases of radio. Prefers southwest or west. Has one love, radio! Disc, photo available. Box 97, BROADCASTING.

Announcer. Experienced. At present employed midwestern 50 kw wants to return east. No reasonable offer refused. Box 93, BROADCASTING.

Attention 250 watters. Announcer, operator, college, vet, 26, married, sober, 4 months experience. Want opportunity to really learn radio in return a hard worker, ability, ambition. Travel anywhere, on job training available. Details on request. Box 92, BROADCASTING.

Attention Los Angeles! Announcing 10 years. Present job good, but hope for move to radio capitol where opportunity is more prevalent. Appreciate corresponding with anyone interested. Box 112, BROADCASTING.

Announcer. Graduate, leading radio school. Good all-around man-news, sports, disc shows. Conscientious, stable. Disc and photo upon request. Box 116, BROADCASTING.

Technical

Chief or engineer in sub-tropics. 26 years communications engineering research. Maintenance, installation, operation. Box 982, BROADCASTING.

Chief engineer available on 30 days notice. Will consider 1000 watts or less. 16 years varied radio experience—broadcast, shortwave, construction. Single, have car, 34 years old. Personal interests do not prevent travel. Box 28, BROADCASTING.

Chief engineer desiring permanent position ten years broadcasting experience. High and low power FM and AM. Extensive installation and maintenance experience, installed three complete radio stations 1947. Experienced in directional antennas. Good educational background. Good references. Available immediately. Minimum $75.00 per week. Box 76, BROADCASTING.

Engineer, experienced in directional and FM installation. Ten years radio experience, married, wants to settle down. Available immediately, write P. O. Box 382, El Dorado, Arkansas.

Engineer, 1st phone. Veteran, 22, married. Work anywhere. Four years Navy communications. Melville graduate. Richard Abbrecht, 5148 Codwise Place, Elmhurst, L. I., N. Y.

Engineer - Single, sober, experienced. Presently employed as chief engineer of 250w station, desires change. Prefer location in the Tennessee - Kentucky area. Box 96, BROADCASTING.

Chief engineer small station, studio engineer larger station. Experience in both. Married, steady, reliable, ambitious. 1st phone. Studio installation, transmitter maintenance, control-board operation, remotes. Two weeks notice. Box 94, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—Nine years assistant chief, air and water cooled equipment. Directional adjustment, operation. Chief locals. Full details. Box 66, BROADCASTING.

WANTED
TELEVISION OPPORTUNITY
Former Chief Development Engineer NBC—in charge television development and operation 1929-41. From '41 to date in managerial position. Leaving network, desires return to technical side. Wants connection with TV station that can use broadcast experience. Over 20 years of broadcasting experience. For details write BOX 115, BROADCASTING.

Producing-Programming, others

Program director—Eight years radio. Now program director metropolitan ABC affiliate. Second highest Hooper in eight station city. Journalism graduate. Thoroughly experienced. Any market considered. Box 83, BROADCASTING.

Musician-farmcaster. Unusual fellow-unusual combination. Radio experience: 11 years voice, piano, platter in Pacific Northwest. Farm experience—Degree in agriculture, 8 years running my own farm, sold just before the "break". Audition disc? Yes, but being a family man I just want to send it to stations where prospects are steady. Box 931, BROADCASTING.

Public relations representative for large radio chain, fine business background in executive and sales, ability to meet public, good voice, good references, desires connection with station in south, southwest or west. Box 952, BROADCASTING.

News editor-announcer. Fully experienced, sober, mature, versatile. Solid, intelligent rewrite. Seeking permanency. Box 12, BROADCASTING.

News editor and broadcaster with wide radio and newspaper background available now. Box 19, BROADCASTING.

Newspaper editor seeks return to radio with outstanding news program idea. Tremendous local and area listener appeal. Now producing similar program daily in connection with newspaper work. Young, excellent voice and style, college education, wide experience. Reply Box 49, BROADCASTING.

Progressive program director-announcer! Four years experience all phases. Know music thoroughly. Diligent. Now employed. Prefer West coast. Can produce. Details on request. Box 71, BROADCASTING.

Program director. The best. A million ideas for making of a terrific station. Now employed metropolitan New York station. Box 74, BROADCASTING.

Experienced continuity writer. Accurate, rapid. Go anywhere. Modest requirements. Box 109, BROADCASTING.

Program director—experienced writer, commentator, announcer. Can create programs that sell. Degree plus Columbia, N.Y.U. radio. Active community affairs. Married, 32. Box 108, BROADCASTING.

Television production. Young writer-producer offers experience in television, radio and advertising. Now producer 5000 CBS affiliate. Desires location with television station as writer-producer. A career man who loves his work. Available on reasonable notice to present employer. Box 107, BROADCASTING.

Program director with commercial background desires to make a change. Box 86, BROADCASTING.

Pogram and production director. Veteran, 28, married. Two and one-half years radio experience, including acting, writing, concert and sports announcing. Also theatrical background. Have traveled over 100,000 miles in 12 foreign countries and willing to travel anywhere now. Available immediately. Highest references. Box 85, BROADCASTING.

Promotion manager. Eight years radio. Know all phases. Box 82, BROADCASTING.

Schools

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

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1. In AM, the Western Electric 1126C level governing limiter prevents splash or short interval adjacent channel interference caused by instantaneous overmodulation—and brings increased coverage more than equal to doubling transmitter power.

2. In FM, it eliminates overswing that might cause over-riding of guard band and distortion in receivers.

3. In any transmission system, it smoothly but positively prevents overload on power peaks and consequent distortion.

For full details on the 1126C, the most widely used level governing amplifier in broadcasting, call your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

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Radio personnel—We have openings for junior and senior announcers, writers, producers, newscasters, sportscasters, operators, engineers, technicians. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

Want a job??? Numerous openings for managers, manager-engineers; chief engineer, technicians, announcer-operators; program directors, copywriters, traffic-stenographers; salesmen that sell; vacation announcers and complete staff—all having tickets. Today—write Radio Employment Bureau, Box 413, Philadelphia.

For Sale

SOUTHERN MAJOR MARKET FULLTIME STATION

An exceptionally attractive independent facility located in one of the south's most desirable and fastest growing major markets.
This station is getting a large volume of business which can be definitely increased by certain changes in policy. Here is an opportunity to produce exceptional profits and enjoy one of America's finest climates. Price $125,000. Write or wire our nearest office.

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Mercantile Bank Bldg. — Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St. — Exbrook 2-5672

Two RCA type 70-D transcription turntables recently unpacked. New condition. Including universal RCA pickups and equalizers. Umber gray RCA cabinets. Price $660 each. Box 79, BROADCASTING.

1500' Andrews ¼" copper co-ax, 89 lbs. pressure. New condition, never off reel. Reel included. 25c per ft. FOB Ashtabula, Ohio. WICA, Inc.

For sale—Brand new complete 70C2 wooden cabinet turntable. Never used. Price $400 FOB WCOH, Newnan, Ga.

For sale—Federal 3 kw FM transmitter, in excellent condition. Available immediately at a substantial saving.
Radio Station KWK
St. Louis, Mo.

Collins 212-B speech input console, complete with 409-U power supply and 274-D relay unit. Used two months. $990.00 cash. WPWA, Chester, Penna.

FM for San Francisco Bay Cities. Have CP, need more capital. Will consider all offers. Ogden Driggs, 441 Burk St., Oakland, Calif.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

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In Stock for Immediate Shipment.
Send for Our Price List Today.
J. L. CLARK METALS CO.
2108 S. Ashland Ave.,
Chicago 8, Ill.

For sale—New towers, any height, immediate delivery. We also erect and service towers, coast to coast. Write, wire or phone 8503. John Greene, Mid-South Tower Company, Southern Pines, N. C.

For sale—Absolutely new Wincharger type 300, 360' tower, including A-4 lighting, 1 extra set metal earth anchors, 1 top guy set and mounting plates for GE 6 bay FM antenna. Also new General Electric type BY-6-A, 6 bay FM antenna complete for installation atop Wincharger type 300 tower. Tower, FM antenna both stored and ready for immediate delivery at cost price of $11,413.50. Write, wire or call collect. Chief Engineer, WORD, Spartanburg, S. C.

KCLW Construction

CONSTRUCTION has begun on KCLW Hamilton, Tex. Station will be a 250-w daytimer on 900 kc. It will have downtown studios and a studio building two miles west of Hamilton, Clyde L. Weatherby, Dallas, permittee, announced.

For Sale (Cont'd)

For sale—Thousand watt Western Electric transmitter converted for air-cooled 228-R 1 kilowatt Amperex tubes with rectifier and motor generators for filaments only. Also, Westinghouse 1 A frequency monitor. Price, $2,500. Address all inquiries to John M. Rivers, President, WCSC, Inc., Francis Marion Hotel, Charleston, South Carolina.

For sale—Complete recording set-up less than one year old, consisting of four 8-N Presto recorders with automatic equalizers; two 88-A Presto recording amplifiers; two Collins 6X line amplifiers; one Presto playback table with RCA Universal head; RCA BA2C amplifier and Presto 40-B booster amplifier; complete control panel for above equipment; 3 channel mixer for studio; three 74-B RCA microphones; one Jensen bass reflex cabinet and speaker; 8 watt amplifier to drive speaker. Will be sold complete or in part. Weaver Recording Company, Farm Credit Building, Omaha, Nebraska.

For sale—10 nearly new Western Electric salt shaker mikes. $48 each or $460 for lot. Box 81, BROADCASTING.

For sale—Presto recording amplifier, type 88-A. Never used. First $350 takes. H. E. Smith, WAVL, Apollo, Penna.

45% interest in midwestern network station. Or will consider trading this interest for another station. Box 88, BROADCASTING.

1000 watt station operating at profit. Midwest. Excellent buy. Box 90, BROADCASTING.

For sale—One Western Electric 1 kw transmitter ☰D-96020, one Western Electric 5 kw linear amplifier ☰D97712. Complete with power supplies. Reasonable if taken at once. Contact Robert J. Dean at Radio Station KOTA, Rapid City, South Dakota.

For sale—23-C Western Electric console in excellent condition. $550.00. KELA, Centralia, Washington.

For sale—5000 watt Western Electric 5-C transmitter with two sets of tubes and two new style crystal oscillator units. Spare armatures for all generators. Will meet FCC standards. Pushbutton power change to 1 kw output. Western Electric 1-A (converted) frequency monitor. FCC approved. General Radio 731-A modulation monitor. FCC approved. Western Electric 110-A compressor. RCA 40-C line amplifier. Two RCA 41-B preamplifiers. Two ERPI turntables. The above equipment is in excellent working order. Box 114, BROADCASTING.

Wanted to Buy

Wanted to buy—CP for standard broadcast station in southwest, preferably Texas or New Mexico. Or will consider station in operation if price and terms right. Box 113, BROADCASTING.

Station with or without network affiliation in good market or CP. Box 89, BROADCASTING.

Miscellaneous

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WUSN AT CHARLESTON LAUNCHED ON 1450 KC

WUSN Charleston, S. C., was scheduled to begin operations Saturday (April 3) with 250 w full time on 1450 kc.

Station is owned by the Southern Broadcasting Co. C. Norwood Hartie is president, and Beverly Middleton vice president and general manager. Mr. Middleton formerly was assistant to the president of the Wilder radio station and before that sales manager of WCBS New York.

WUSN staff includes J. Drayton Hastie, commercial manager; Henry Hoppe, formerly of WEWS Whiteville, N. C., acting program director; Larry Martin, previously chief engineer at WCRK Morristown, Tenn.; Hubert Wilke, formerly with Young & Rubicam; Joyce Wilson, director of women's programs; Talmadge England, engineer, Mary Ann Collison, secretary to the general manager, and Richard Voorhis, secretary.

Wayne Poucher has been signed to handle play-by-play broadcasts of the Charleston Rebels' baseball games over WUSN.

The station, which is Raytheon equipped and has a Wincharger tower, will carry MBS programs after sundown. Adam J. Young, national representative for WUSN.

KRLD - FM Dallas Takes The Air on Channel 22

KRLD-FM Dallas, Tex. took to the air with 50 kw on channel 223, 92.5 mc, fulltime March 21. Licensee is KRLD Radio Corp.

CBS programs are being duplicated by KRLD-FM to account for about 75% of its time. The remainder of its time is devoted to local programs designed for FM. KRLD-FM is the third FM station in Dallas. Others are WFAA-FM and KIXL-FM. Rates for KRLD-FM are $45 an hour national night, $22.50 daytime national, $27 and $13.50 for local night and daytime respectively.

McClatchy Firm Starts KBEE (FM) at Modesto

THE McCLATCHY Broadcasting Co. of California was scheduled to launch its third FM station, KBEE, Modesto, on April 3.

KBEE will be on the air daily 2-10 p.m. at 103.3 mc (Channel 277). The station has a 150-ft. six-bay antenna and a 3-kw transmitter, radiating 4 kw power.

FM in Oak Park

WOAK, Oak Park, Ill.'s first FM station, is scheduled to begin broadcasting soon, according to Bernard Jacobs, station manager. WOAK, a Class A station, will operate on 98.3 mc, channel 252. Licensee is Gale Broadcasting Co. Program director is Jack Shefrin, formerly with KMBC Kansas City and WEEK Peoria.

Telestatus Report

(Continued from page 10)

ect to microwave relay equipnt at the station. WU uses a -mc band for video transmission. lco Corp., cooperating with estern Union, is rushing the viequipment to completion. The w York-Philadelphia channels ll be the first link in WU's netrk video relay system.

The AT&T rates apply only to ercity video channels. Sound annels and the video links (local annels) between intercity chanls and the studio and transtter are extra, under rates aldy set up.

It has been expected, however, at AT&T would revise its local annel charges. Support for this ief was seen when New Jersey ll Telephone Co. filed its own oposed local-channel charges. ether they would mean a raisor lowering of an individual tion's expenses, authorities said, uld depend upon such variables the length of the local or stuo-transmitter channels in each se.

AT&T's proposed intercity tarprovide five different rate ans: (1) monthly service where location of usage, or time sharg, is not required; (2) monthly rvice where time sharing is necsary; (3) occasional service; (4) nthly service on intercity links t more than 25 miles long, and) occasional service on these orter links. The latter plans, inving intercity links less than 5 miles long, are almost identical ith New Jersey Bell's proposed al-channel charges, and more gnificance was attached to that semblance than to the likelihood at there will be any great denand, at least in the immediate ture, for intercity network servto cities less than 25 miles tant from other television comnities.

In each of the AT&T plans, the oposed rates cover the use of) interexchange channel, and) station connections. A station connection is required where a station transmits to or receives from an interexchange channel, and separate connections are required for transmitting and receiving. Thus two station connections would be needed by any station which originates as well as receives network programs.

The rates under the various plans are as follows (fractions of hours are counted as full hours):

MONTHLY SERVICE WHERE CHANNEL SHARING IS NOT REQUIRED: For use of the interexchange channels for eight consecutive hours (or fraction) each day, the rate is $35 per airline mile per month. Each additional consecutive hour per day costs $2 per mile per month. For occasional additional hours the cost is 25c per airline mile per hour if the hours are consecutive with the regular daily service period; if the additional hours are not consecutive with the regular service period, the charge is 50c per mile per hour.

Station connection charges are $500 per connection per month, which covers the regular daily period of eight consecutive hours, plus $35 per connection per month for each additional consecutive hour per day. For occasional additional hours the charge is $5 per connection per hour if the hours are consecutive with the regular service period; otherwise, $10 per hour.

MONTHLY SERVICE WHERE CHANNEL SHARING IS REQUIRED: For use of the interexchange channel for eight hours (or fraction) per day, the rate is $25 per airline mile per month. Each additional consecutive hour of use daily is charged at the rate of $4 per mile per month. For occasional additional hours the rates are the same as in the monthly service where sharing of facilities is not necessary.

Station connection rates are $350 a month for four hours' use per day, whether the hours are consecutive or non-consecutive. Each additional hour's use each day costs $60 per month. Occasional additional hours are charged at the rate of $5 per connection per hour if the additional hours are consecutive with the regular daily period; otherwise, $10 per connection per hour.

OCCASIONAL SERVICE: The rate for use of the interexchange channel is $1 per airline mile for the first hour of use and 25c per mile for each consecutive additional quarter-hour. The cost for station connections is $200 per connection per month, plus $10 per hour of use. The maximum charge for occasional service, however, will not exceed the charge for service at the monthly rates.

MONTHLY SERVICE ON CHANNELS UNDER 25 MILES: The monthly charge for fulltime use, 24 hours a day, is $175, plus monthly mileage charges at the rate of $80 per airline mile for the first eight miles and $35 per mile for the next 17 miles.

OCCASIONAL SERVICE ON CHANNELS UNDER 25 MILES: The monthly charge is $175, plus mileage charges as follows: first day, 15% of the monthly charge; each additional non-consecutive day, same; each additional consecutive day, 10%.

Almost identical with AT&T's rates for intercity channels less than 25 miles in length, New Jersey Bell's proposed local-channel charges would be $175 a month (covering 24 hours of service per day), plus monthly mileage charges of $20 per one-quarter airline mile for the first 8 miles and $35 for each additional airline mile.

On an occasional-service basis there would be the $175 monthly charge, plus daily mileage charges of 15% of the monthly service charge for the first day, the same for each additional non-consecutive day, and 10% of the monthly service charge for each additional consecutive day. Studio-transmitter channels would be provided at the same monthly rate as local channels.

The present local-channel charges of AT&T include $50 per channel for installation; $20 a month per one-fourth circuit mile for each channel; $250 for installation of transmitting terminal amplifier, plus a monthly charge of $60; $250 for installation of receiving amplifier, and a monthly charge of $90. Studio-transmitter channels are provided at the local-channel rates.

TV Bargain Counter

AN INNOVATION in television programming by WNBW Washington should go a long way toward countering criticism about the high cost of program sponsorship. WNBW has developed a participation variety show, 7:05-7:35 p.m. Tuesday through Saturday on which six different sponsors take part each night. Designed for limited budget advertisers, the show offers each sponsor a one minute television message and demonstration of his product at a cost of $30 per sponsor. Featured in the show is the promising RCA Victor singing star, Johnny Bradford.

KDON Expansion

EXPANSION of KDON Monterey, Calif., is under way. A new mountain top transmitter house for KDON-FM is nearing completion atop Mt. Baldy, near Salinas. KDON has applied to FCC for authority to increase its AM power to 10 kw.

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To Results in
This Area Is Via
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WWOD covers the rich Central Section of Virginia. The Heart of this prosperous area includes Lynchburg, noted educational and industrial center, and Campbell County. Total population in WWOD's primary and secondary coverage areas: More than 216,000; radio homes, more than 35,000. Write us or ask the Walker Company.

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KFMB *sells* **SAN DIEGO**

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Now 1000 watts on 550 kc

Remember! More power means more sales to more people . . .

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* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS

Represented by BRANHAM CO

News

KIRK KNIGHT, former news editor and program director of WKMH Dearborn, Mich., and with WEXL Royal Oak, Mich. for 15 years, has joined news staff of WWJ-TV Detroit.

GEORGE B. GERMAN, farm reporter of WNAX Yankton, S. D., has been appointed to an 11-man advisory committee of farm leaders for Farm Labor Placement program.

A. L. BRADFORD has been appointed General European Manager and vice president of United Press, succeeding **VIRGIL PINKLEY**, who resigns May 1 to become an executive of Times-Mirror Co., publisher of Los Angeles Times. Mr. Bradford, now in London, has been with UP since 1920, and director of foreign services since 1942. He directed UP's radio news activities in 1941.

Mr. Bradford

FRANK SANDERS, news editor of KFGO Fargo, N. D., has been appointed instructor in radio broadcasting at North Dakota Agricultural College. He also heads radio division of Junior Chamber of Commerce Freedom Train greeting committee.

JAMES P. FOLEY, former ABC Chicago news editor, has shifted to network's Hollywood newsroom.

ROBERT W. BRASHEAR, news editor of KDYL Salt Lake City, is the father of a girl, Adrian.

H. V. KALTENBORN, commentator on NBC, has been signed to play himself in sequence of "The Babe Ruth Story" being produced by Roy Del Ruth.

DAN C. McARTHUR, chief news editor of Canadian Broadcasting Corp., Toronto, is attending meeting of the United Nations on freedom of the press at Geneva as an official Canadian delegate.

SURRENDER OF 3 CP'S IS EXPLAINED BY FCC

REASONS behind surrender of construction permits for one FM outlet and two AM stations have been reported by FCC. The call letters and station authorizations deleted in the past fortnight by the Commission are:

KXSA San Angelo, Tex. (600 kc, 1 kw night, 5 kw day, directional fulltime), Glen H. McClain, E. H. Rowley, James A. Clements, L. M. Rice, Frank Monroe Dowd and Joe H. Torbett, partnership doing business as San Angelo Broadcasters. Grantee found that with poor terrain, proximity of air fields and the directional array necessary it was impossible to locate a site satisfactory to the Civil Aeronautics Administration. It further was found that construction costs and new competitive stations have increased considerably since grant.

WROE Mobile, Ala. (1340 kc, 250 w, fulltime), Gillette Burton and Jessie Burton Jr., partnership doing business as Burton Broadcasting Co. Multiple grants since initial hearing have been found to make continuance of station "economically unsound if not foolish," grantee told FCC.

KSBL (FM) San Antonio, Tex. (Class B), Southern Broadcasting Corp. Last November firm was granted completion date extension to Feb. 19 on condition that grantee either commence interim operation by that time or forfeit permit. Conditional grant was first issued in November 1946.

NBC's "Dr. I. Q. Jr." quiz program, currently heard 4-4:30 p.m. (CST) Saturdays, will shift to the 4:30-5 p.m. (CST) period effective April 17. Show is sponsored by Mars Inc. through Grant Adv., Chicago.

TORNADO

Stations Provide News, Render Services

ALERT news staffs of radio stations in the midwest area struck by a tornado March 19, arrived on the disaster scene with emergency crews to perform public services and furnish news coverage.

Comprehensive coverage was given by KMOX St. Louis through its co-operative news reporting system organized among community weekly newspapers in that area. The entire news staff of KMOX began phoning acquaintances—editors of newspapers in the towns hardest hit—when the first news of the tornado was reported. They received regular reports from towns where telephones were still up. The cooperative reporting system has been developed over the past two years by Rex Davis, KMOX news director.

Victims of the tornado-struck area northeast of St. Louis were able to advise relatives of their safety via radio-telephone equipment operated by KXOK St. Louis. Shortly after annoucement of the tornado was made, Bruce Barrington, KXOK news editor, dashed to the scene with the KXOK radio-telephone equipped station wagon. Upon his arrival he granted use of the radio-telephone to victims anxious to contact their relatives. His radio-telephone reports from the scene were broadcast at various times during the day by KXOK. Latest reports of deaths and damage were fed to the ABC *Headline Edition* news program.

Furnishing on-the-spot coverage for WLBH Mattoon, Ill., were Bob LaMere, program and news director, and Rolland Looper, commercial manager. In addition, they gathered casualty lists at the scene and at the Litchfield, Ill., hospital and made these available to authorities, news services, the American Red Cross and other emergency units working at the scene.

Havoc wrought in three Indiana counties was described for listeners by WIBC Indianapolis. Making arrangements with the U. S. Navy for loan of power equipment, [illegible] Kelly, newscaster and Jim She[illegible] chief announcer, joined the em[illegible]ency caravan bound for Coates[illegible] They recorded eye-witness acco[illegible] and then proceeded to Hadley [illegible] Danville, Indiana, also hit by [illegible] tornado, before returning to [illegible] studios to prepare a summary. [illegible]cilities of the Indiana State P[illegible] on the scene were used to re[illegible] casualty lists, messages and w[illegible]ings to the WIBC studios.

PICK-UP FOR WTAR

Mobile Unit Makes Debut At W & M Festival

WTAR's mobile unit.

WTAR Norfolk now has a [illegible] mobile unit which was put int[illegible] eration April 1, according to R[illegible] Cowles Whitehead, program [illegible] ager. Its first big job was [illegible] pick-up of the "Canadian A[illegible] can Day" festival at the C[illegible] of William and Mary, with P[illegible] dent Truman, Canadian P[illegible] Minister MacKenzie King, [illegible] Virginia's Gov. William Tu[illegible] guests.

The mobile unit contains tw[illegible] cording tables, a 20-w relay br[illegible] cast transmitter and receiv[illegible] remote amplifier, and wire re[illegible] er among other equipment. [illegible] units are fed into a central [illegible] panel so that any part of [illegible] equipment may be used in con[illegible] tion with any other part of [illegible] equipment.

SECOND annual examination for a[illegible] tising, given by Southern Cali[illegible] American Assn. of Adv. Agencies, w[illegible] given in Los Angeles April 17 and [illegible] 24.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

LEADERSHIP is Earned

Service to the public has made WSYR the leader among Central New York stations.

The fruit of WSYR's leadership is a listening audience among the 300,000 radio families in the area where last year NINE HUNDRED MILLION DOLLARS were spent on retail purchases alone.

WSYR SYRACUSE

570 Kc — 5000 watts

NBC Affiliate in Central New York

HEADLEY-REED, *National Representatives*

Programs

ORTS QUIZ, featuring Tom Moore, sports director of WFIL Philadelphia, started on WFIL - TV March 29, for sponsorship of Crisconi's Philadelphia Motor Car Co. Program, telecast Mon. 8 to 8:30 p.m., presents Moorehead and panel of three experts under title, "Batter Up." testants try to stump the experts sports questions. If a contestant mps the experts, he advances as runner" designated by lights on el baseball diamond set up before experts and television audience. es accumulate until contestant rks his way around the diamond until he asks a question the experts wer correctly.

WLCR Birthday Party

THDAY PARTY is held daily by CR Torrington, Conn., when it presents its "Birthday Club Studio Party." ng and old alike are invited to celee their birthdays falling on the they attend the show. Cakes are plied by local bakeries, and WLCR plies the "fixings." Birthday celebrants may request their favorite selecns and members of their family and friends may extend happy birthday ings to them over the air. Party held daily 3:35 to 4:00 p.m.

TV Baseball Clinic

EO BASEBALL clinic has been orized by WTMJ-TV Milwaukee, deed to teach boys the fundamentals playing the game, and as material half-hour weekly telecast. Clinic, ch was scheduled to begin Saturr (April 3), is conducted by Bunny f and Jack Kloza, former major ue players. Boys chosen from baseclasses on playgrounds take part the video demonstrations.

Career Problems

OBLEMS encountered by women in st for business success is basis of interview-type program, "Career ," currently being aired by WGN icago, Sun. 1:45-2 p.m. Myron Wallace es as m. c. of show, which features erviews with prominent women in gazine, stage and other fields. Talent vides background for recounting inally real life stories of today's sucful career girls and telling listeners they might accomplish their reective goals. Program is sponsored by Chicago model agency.

Animal Cast

IMAL KINGDOM is on the air at okfield Zoo, where WLS Chicago each turday morning broadcasts program led "Meet Me at the Zoo." Gathera crowd of children around him, the nsas Woodchopper (of National n Dance fame) sets scene with lively ies, sung to accompaniment of his tar, and answers questions about day's animal subjects with help of okfield experts. Prize jingle, written tune of "Yankee Doodle" and sung "Arkie," is presented each week, with ners receiving flash-bulb cameras.

Video at Exhibition

MPLETE television station has been up by KSD-TV St. Louis at Land, Air and Television Show being at Kiel Auditorium, St. Louis, 3-11. TV receivers are placed at ts on exposition floor permitting tators to witness the entertainment tures and activities via video screen. tators also are televised as they the hall and are able to see nselves projected on screen. Some regularly-scheduled programs of the station are originating from the exhibition. Latest television operating and receiving equipment also is displayed.

Greetings to Namesakes

VETERANS with friends or relatives in England, and British war brides living in New England towns will have opportunity in April to renew overseas acquaintances when WTHT Hartford, Conn., and British Broadcasting Co., carry greetings from Windsor and Glastonbury, England, to their American namesakes in Connecticut. The exchanges also will help to introduce respective citizens to each other's history and current life.

Music and Sports

SPORTS COVERAGE and requested records are combined in new KVOO Tulsa feature, titled "Sports Call Music Hall." Sportscaster John Henry is m.c. Recorded interviews with athletic directors and sports reporters direct from campuses of state's colleges and universities are presented, in addition to presentation of scores of all local, regional and national sports events. Show salutes one university on each broadcast and plays numbers requested by students of that school. "Sports Call Music Hall" is heard Mon.-Fri. 10:30-11 p.m.

Command Performance

BECAUSE of general interest in the St. Louis U.-New York U. basketball game played at Madison Square Garden last month, the House of Representatives of the state of Missouri, passed a resolution requesting KWOS Jefferson City, Mo., to broadcast the game. Management of KWOS hurriedly made plans for hook-up with WEW St. Louis, and secured sponsorship of Griesedieck Brothers for the game. Following day, House of Representatives adopted another resolution extending appreciation to the station for the broadcast.

'Problems of Old Age'

PROBLEMS confronting persons 65 years of age and older are discussed on new series "Problems of Old Age" which began April 1 over WAAT Newark, N. J. Series is presented in cooperation with New Jersey Dept. of Institutions and Agencies and Medical Society of New Jersey. Round-table format is used with moderator and participants drawn from professional persons in the field. All problems of old age are covered, including health, recreations, finance and morale.

Children's Welfare

EXPERTS in field of children's welfare are participating in weekly broadcast over KJR Seattle immediately following the ABC presentation of "A Child's World." Local discussion supplements the network program which features spontaneous and unrehearsed observations by group of children on varied topics such as truancy, stealing, lying, etc. Presented as public service by KJR, in cooperation with Seattle-King County Community Chest and Council, national and local programs are heard Sat. 11-11:45 a.m. Over 50 men and women experienced in child care have been invited to appear on local program in round table discussion and interpretation of what children have said on the network show.

'Radio Copy Clinic'

BEST METHODS of using radio are presented in dramatic form in script prepared by Harold Bratsberg, continuity acceptance director of KEX Portland, Ore., and transcribed for use by business groups and advertising classes. Titled "Radio Copy Clinic," script dramatizes means by which advertisers can successfully use radio as most effective advertising medium. Mr. Bratsberg, author of the script, has transcribed the production and is presenting it before various groups in the area.

Aired from School

SCHOOL CHAPEL programs and other interesting features in which students of local schools participate are broadcast over WFAH (FM) Alliance, Ohio, direct from schools, in new series titled "From Our Schools." Station has set up direct wire contacts with local high school, local Mount Union College and with neighboring Sebring High School for the pick-ups.

Moves to Street

WHEN main building fuse at WLCR Torrington, Conn., failed recently, depriving the studios of power, station moved to the street. Announcer Roy Hansen was engaged in preparing street broadcast from downtown location and he was instructed to take the air 18 minutes early. Program was piped directly to transmitter. Meanwhile, two more announcers were dispatched to the scene with news material, commercial announcements and records to sustain operations as long as necessary. Temporary power was obtained from another building, and after 35 minutes of operation from "street studio" normal schedule was resumed.

Aural Only

EXPERIMENTALLY, WFIL-TV Philadelphia is presenting a television program without pictures—a record show called "Dinner Music," from 7 to 7:30 p.m. Mon. and Tues., and until 7:45 p.m. Wed., Thurs. and Fri. A slide, however, calls attention to program and station presenting it. Designed to give viewers interlude between visual presentations, new program is part of an expansion of WFIL-TV's video service.

'The American Crisis'

STUDENTS of Radio Workshop at Syracuse U., Syracuse, N. Y., are tackling the job of reconstructing actual verbatim arguments of Constitutional Convention of 1787 in series titled "The American Crisis." Program employs all techniques of modern radio news coverage, including city-to-city roundups and on-the-scene pick-ups of critical debates from May to Sept., 1871 of statesmen who framed the constitution. Program is heard Sat. 9:30 p.m. over WFBL Syracuse, and runs for 13 weeks.

Community Service

WAYS in which the public can serve the community are being offered in new public service program series titled "Volunteerly Yours" on KROW Oakland-San Francisco in cooperation with local Community Chest. Programs aired 15 minutes weekly, features music and interviews, with Community Chest Agency leaders.

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES: IN QUINCY 522 IN WASHINGTON MET. 0522

Gates Radio Company Quincy Illinois

THE PICK OF THE NEW HITS!

Keep your record shows up-to-the-minute with RCA Victor's latest!

TEX BENEKE

Encore, Cherie and Saturday Date

RCA Victor 20-2770

LONZO AND OSCAR

Poppin' Bubble Gum and Ole Mother Nature

RCA Victor 20-2765

FREDDY MARTIN

The New Look and Jungle Rumba

RCA Victor 20-2769

THE THREE SUNS

The Gang That Sang Heart of My Heart and Hindustan

RCA Victor 20-2776

TEXAS JIM ROBERTSON

Mountain Rosalie and The Letter I'm Mailing to You

RCA Victor 20-2764

SPIKE JONES

Down in Jungle Town and Ugga Ugga Boo Ugga Boo Boo Ugga

RCA Victor 20-2820

RCA VICTOR RECORDS

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

Allied Arts

ARNOLD BROWN BAILEY, radio inventor and engineer, has formed Arnold B. Bailey Corp., Scotch Plains, N. J., new concern specializing in developing electronic communication equipment for AM, television, FM and point-to-point microwave systems. Mr. Bailey is credited with invention of basic coaxial antenna used by police radio and vehicular services, high-gain stacked antenna system, point-to-point antenna systems and omni directional beacon for airports, which, it is understood, will be used by Civil Aeronautics Authority.

BUD WEBER, CLARENCE WHEELER and **GENE LUCAS,** composer arrangers, have been signed by Jerry Fairbanks Productions, Hollywood, to work on television packages. First assignment will be handling of score for "Public Prosecutor" series being produced by Fairbanks for NBC.

C. G. RENIER, former program director with KMPC Hollywood, has joined Des Autels & Graham, Hollywood program packager, as sales chief for national syndication of its "Three Alarm" program now heard on KMPC. Mr. Renier is visiting key cities throughout U. S. and also is touring commercial television stations in connection with setting up television package department in the firm. Stations which have already purchased "Three Alarm" include: KEPO El Paso, KTAR Phoenix, KVOA Tucson, KXO El Centro, KERN Bakersfield, KMJ Fresno, KQW San Francisco, KWG Stockton, KFBK Sacramento and KOH Reno.

LILLIAN MARIE LAUGHLIN, formerly with WFIL and WCAU, both Philadelphia, has joined Stair Enterprises, Wilkes-Barre, Pa., booking agency, as public relations director.

WIRE RECORDING Corp. of America has announced new portable wire recording machine, "Wireway," described as combination phonograph player and recorder. Weighing 22½ pounds and retailing for $149.50, recorder includes oscillator tube which permits broadcasting to any radio tuned to its frequency within 150 feet.

NATIONAL RADIO PROMOTION service, San Antonio, has mailed the first of series of weekly bulletins for promotion work to its members, according to **W. POUNDSTONE JACKSON,** originator of the organization. Mr. Jackson authored and published "The Case of the Disappearing Gravy Train," which was mailed without charge to stations in February. From inquiries received as result of booklet, the new service was started. Bulletins are to be mailed to members weekly, covering audience promotion, merchandising and sales promotion ideas, layouts, copy and suggestions. NRPS has offices at 508 Walton Ave., San Antonio. Mr. Jackson also is promotion manager for Texas State Network.

Mr. Jackson

DORIS LEIGH-CRAIG, former account executive with Botsford, Constantine & Gardner, San Francisco, has opened her own offices in the same city as freelance commercial writer.

ADVERTISING COUNCIL has moved its Washington, D. C. office from 1010 Vermont Ave., N. W., to 1200 18th St., N. W. Telephone: STerling 9153.

A. F. FILMS Inc., New York, has announced that "Les Actualites Francaises," 10-minute French newsreel depicting current events in Europe and Africa, will be carried weekly by at least four television stations. Stations include WCBS-TV New York, WMAR-TV Baltimore, WWJ-TV Detroit, and WGN-TV Chicago.

EMERSON RADIO and **PHONOGRAPH** Corp. has announced new 52-square-inch-screen television model selling for $269.50. Set replaces Emerson's 10-inch set. Three-way portable (AC, DC, battery) also was announced by Emerson with listed price of $39.95.

FRONTIER PURCHASES KRIO AT McALLEN, TEX.

PURCHASE of KRIO McAllen, Tex. (1 kw fulltime on 910 kc), by Frontier Broadcasting Co., Fort Worth, from the Valley Broadcasting Assn. Inc., of McAllen, was announced last week by Gene L. Cagle, Frontier president. Frontier also operates WACO Waco and KNOW Austin.

Price involved in the proposed change of ownership was not disclosed, pending FCC approval of the transaction. Decision to dispose of KRIO was made by unanimous vote of the 32 Rio Grande valley businessmen who are shareholders in Valley Broadcasting, Mr. Cagle said. Firm is headed by Judge Bryce Ferguson, of Pharr, Tex.

Continuing as general manager of KRIO, which began operations June 21, 1947, is Ingham S. Roberts. Station is affiliated with Mutual and the Texas State Network.

Synthetic Crystals

WARTIME attempts at making synthetic piezo-electric crystals for use in radio and electrical equipment in place of natural quartz are described in five reports now on sale by the Department of Commerce. Reports were made by American and British investigators who visited German laboratories and plants after VE-Day.

SEMPER FIDELITY

Musician-Technician Proves His Musical Theory

WITH A LIFE virtually dedi to fidelity in musical reproduc Harold G. Colt Jr., 30-yea president of the Hartford, C Oratorio Society, is now de strating his acoustical experim over the air. In an unusual rangement, WKNB-FM Hart broadcasts Mr. Colt's own mu program each weekday night 10 p.m., direct from his home, using his recordings and loudsp er arrangement.

The young musician-techni reputedly has the largest re collection in New England— the majority are those he has corded himself, in most cases, f live performances. He has a plex loudspeaker system, com ing 18 speakers, to allow for est and most faithful reprodu of the instruments and their r range. The resulting musical gram, using these facilities FM is said to be virtually fla musical reproduction.

In addition to recording of concerts from all parts of England for the last ten years Colt also has recorded a nu of shortwave broadcasts, in ing many European prewar festivals and Hitler's speec his troops the day before th vaded the Lowlands.

WSM Wins Again

RIGHT of WSM Nashville t clusive use of the show title, *Ole Opry*, has been upheld b other federal court, accordin Harry Stone, WSM general m ager. U. S. Judge S. C. Mize late last month, in a suit bro in the southern division of Southern District of Mississip Biloxi, that a permanent injun be granted to WSM Inc. rest ing Chuck Williams and his Ge Peach Pickers from using the n Grand Ole Opry. Similar a brought within the past year WSM in Kentucky and Ge likewise was successful.

It's 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

630KC • 5000 WATTS • FULL TIME

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Agencies

(Continued from page 12)

D'Arcy Adv., is executive vice president, and C. A. BRANDON, formerly an advertising executive with Ralston Purina Co., is senior vice president.

ELLIOTT, DALY & SCHNITZER Adv., San Francisco and Oakland, has moved its San Francisco offices to larger quarters at 26 O'Farrell St.

ROBERT L. MOORE, formerly in research department of BBDO, New York, has joined executive staff of sales department of Bureau of Advertising, American Newspaper Publishers Assn.

DONALD McCRIMMON and V. L. HANNA have been appointed group supervisors of Montreal office of Spitzer & Mills Ltd. Mr. McCrimmon comes from Toronto office of the agency and Mr. Hanna formerly was sales promotion and advertising manager of British American Oil Co., Toronto.

R. R. THREFALL has been appointed manager of Toronto office of Stewart-Lovick & Macpherson Ltd.

MANN HOLINER, first vice president in charge of radio at Lennen & Mitchell, Los Angeles, is in New York for month's conferences in agency's headquarters there.

DAVID KAPLAN, former advertising manager of Ever Ready Label Corp., has been appointed director of planning for Miller Adv., New York.

ON COMPLETION of five years' service with Grant Advertising Inc., Chicago, George McGivern (r), agency media director, receives a gold watch and congratulations from Dan Doody (l) of "Southern Agriculturist" and Will C. Grant, agency president, at party March 19 in Chicago's Drake Hotel.

Sets-in-Use Show Decline in March

LATEST REPORT published by the Pulse Inc. indicated that sets-in-use declined slightly during March, while Jack Benny continued to lead the list of top-rated evening shows and *Fibber McGee* and *Truth or Consequences* regained their positions in the top ten, replacing *Sealtest Village* and *Fitch Bandwagon*.

Sets-in-use for March totaled 26.1, compared to 26.9 for February and 27.0 for March 1947. Top pulse-rated shows for the month by highest quarter-hour ratings were:

Evening	
Jack Benny	25.3
Lux Radio Theatre	24.3
Fred Allen	21.3
Walter Winchell	21.3
Charlie McCarthy	20.0
Fibber McGee	18.0
Bob Hope	18.0
Kraft Music Hall	18.0
This Is Your FBI	18.0
Truth or Consequences	17.0
Amos 'n' Andy	17.0
Daytime	
Arthur Godfrey (11:15)	7.1
Harry Clark, news	6.9
Arthur Godfrey (7:30)	6.8
Grand Slam	6.7
Rosemary	6.7
Helen Trent	6.5
Our Gal Sunday	6.5
Breakfast Club	6.3
Big Sister	6.1
Right to Happiness	6.1
Saturday & Sunday daytime	
The Shadow	12.3
Counterspy	9.7
Quick as a Flash	8.0
Ford Theatre	8.0
Detective Mysteries	8.0
Metropolitan Opera	7.3
House of Mystery	7.3
Hour of Charm	7.0
One Man's Family	6.7
N. Y. Philharmonic	6.3
Quiz Kids	6.3

RADIO PROGRAMS HAVE IMPROVED, POLL SHOWS

MORE THAN two-thirds of the radio listeners queried by 64 Indiana U. students in 50 hometown communities think radio programs have improved, according to the second annual university radio poll.

Dr. H. J. Skornia, director of radio, Indiana U., Bloomington, announced that the survey, which included a telephone check of Bloomington, showed that a total of 66.1% of Bloomington listeners thought radio had improved, 11.5% felt it was getting worse, and 22.4% noticed little change. In other cities tested, 71% were of the opinion that radio was improving, 15% thought they were getting worse, 14% saw no appreciable change.

AAAN Regional Meeting Will Be Held In Raleigh

NATIONAL convention plans will be one of the topics of discussion during the annual meeting of the Southeastern Region of the Affiliated Advertising Agencies Network in Raleigh, N. C., April 5 and 6.

W. I. Brockson, national director of Gebhardt & Brockson, Inc., will furnish additional details about the national convention scheduled for Spokane, Wash. this fall. Guests will be welcomed to Raleigh by Lester Rose, secretary of the local Chamber of Commerce, during a breakfast April 5 at the Hotel Sir Walter.

Members who have indicated their intentions of attending the regional meeting are J. T. Howard, regional director, of J. T. Howard Advertising Agency, Raleigh; John L. Fort, Fort & Co., Charlotte, N. C.; Jack Lacey, Jack Lacey Advertising Agency, Tampa, Fla.; T. O. White, T. O. White Advertising, Birmingham, Ala., and George W. Doyne, Doyne Advertising Agency, Nashville, Tenn.

Ad Club TV Course

FOURTH ANNUAL advertising course on television offered by the Advertising Club of Baltimore will open tonight (April 5) at the WBAL-TV studios, with J. R. Poppele, vice president, secretary and chief engineer of WOR New York, speaking on "A General Introduction to Television." Next Monday night's speaker will be William Forbes, manager of the television department of Young and Rubicam. The ten Monday night sessions will close June 14. Course director is Theodore A. Newhoff, head of the Baltimore agency bearing his name. Assisting him are E. K. Jett, former FCC commissioner, now vice president in charge of radio of the Sunpapers, Baltimore, and Harold P. See, television director, WBAL.

Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM iso-couplers
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Pressurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors
Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

IT'S A FACT!
THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET
WFMJ & WFMJ-FM
ASK HEADLEY REED

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

It's KGLO

MASON CITY, IOWA

Want an ideal test market? Then it's KGLO, with its dominant coverage of both a rural and urban area.

1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.

A Lee STATION

TV MYSTERY MAN
Jigsaw Puzzle Contest Launched on WCBS

TELEVISION now has its mystery man contest. SweetHeart Soap, Bab-O and Mueller's Macaroni have jointly launched a six-week jigsaw puzzle feature on *Missus Goes A-Shopping*, WCBS New York audience participation program.

A photograph of a prominent news personality, cut like a jigsaw puzzle, will be assembled gradually before the video cameras, with several pieces added each week. A jingle riddle gives additional clues. Contestants must identify "Mr. Who," write 25 words or less on "What changes television has brought to your home," and write the statement on the back of a wrapper of the sponsors' product.

Duane Jones Co., New York, placed the account.

CLIMB TV BANDWAGON NOW, SPONSORS URGED

SPONSORS should be held to get in television now as insurance to obtain important time frachises for the expansion to come, according to Lee Cooley, television director of McCann-Erickson Inc., who spoke March 25 at a meeting of the Television Assn. of Philadelphia.

He emphasized that his agency did not urge sponsors to enter the medium for the immediate returns to be won, although he did cite instances of big selling jobs television has accomplished.

McCann-Erickson points out to its clients that there will probably be fewer TV hours than AM hours and therefore franchises for good time may become scarce, Mr. Cooley said.

Kenneth Stowman, television director of WFIL Philadelphia and president of the association, announced that the April meeting will be an inspection tour of one of the Philadelphia television stations. Agency executives present were invited.

Roland V. Tooke, vice president of the association and assistant general manager of WPTZ Philadelphia was in charge of program for the March 25 meeting.

WDXY (FM) to Open

WDXY, the WORD Spartanburg, S. C. FM affiliate, is scheduled to begin operations April 14, Walter J. Brown, president of Spartan Radiocasting Co., announced last week. The station has signed an exclusive contract with the Spartanburg baseball club to broadcast all games played by the Peaches this season. Becker's Bakery and Coca Cola Bottling Co. are to be the sponsors, with a contract price in excess of $12,000.

U. S. Dept. of Agriculture will incorporate budget menus mentioned by Jeanne Gray on her "Woman's Voice" program on KMPC Hollywood in department's current official food-saving program.

Promotion

OPENING of fishing season, May 30, at Reno, Nev., will be observed by KOH Reno through contest titled "Cast for cash and hook a prize." Station is inviting all anglers to bring their catches from Truckee River to the studios before 8 p.m. on opening day for weighing. Approximately $100 in Savings Bonds and cash prizes will be awarded by KOH for the largest catches. Fisherman snaring the heaviest trout will be awarded $50 bond. To promote contest, station is using quarter-card posters, especially printed fishermen's rules, spot announcements and newspaper ads.

Award Banquet

BANQUET in honor of 25 area farmers who won Achievement Award Certificates given by WOWO Fort Wayne, Ind., was held by that station March 31. Award winners, together with some 50 county agents, home demonstration agents, soil conservationists, foresters, state and local public officials and their wives attended the banquet at which H. H. Bennett, chief, U. S. Soil Conservation Service, U. S. Dept. of Agriculture, was featured speaker. Award ceremony followed banquet and was aired over WOWO.

WPEN Mailing Piece

CONGRATULATORY letter to WPEN Philadelphia from George L. Keane, of RCA-Victor "Pop" Record Sales, has been reprinted and issued as promotion by that station. Letter praises station's part in promoting Victor record, "There I Go." Attached to reprinted letter, which was distributed to the trade, is copy of trade press ad run by Broadcast Music Inc. regarding the campaign, and card headed, "Do You Know—how to stop the Wheel of Fortune at the pay-off spot? WPEN doesn't 'put the fix' on any wheels, but its promotion magic puts the bee on buyers . . ."

Dealer Contest

TO ENCOURAGE druggists and grocers to read "Sales-Aids," merchandising letter prepared by KVOO Tulsa and mailed to 1,585 druggists and grocers in the area, station is conducting letter contest. Free commercial advertising is offered as award. Druggists and grocers are asked to write on "I want to read the following information in 'Sales-Aids.'" Best three letters are awarded 100-word commercials. "Sales-Aids" is attractively prepared on legal size paper. Heading is decorated with chocolate-color banner and copy is mimeographed in various colors.

Souvenir Menus

DEALER BANQUET held by Massey Harris Co. in Regina, Sask., last month was highlighted by attractive souvenir menus prepared for the occasion by CHAB Moose Jaw, Sask. Station printed the special menus featuring the Massey Harris "Sagebrush Serenaders" heard on CHAB. Picture of the group appeared on front of menu and full-page view of CHAB studios was displayed on back cover.

Air Promotion

""TAKING to the air," WJZ New York, April 1 began using a Douglas Leigh dirigible for audience promotion advertising of its programs. Through blimp's electrically lighted giant ticker tape, WJZ programs are "aired" over New York's five boroughs and adjacent parts of New York, New Jersey and Connecticut. Flight hours have been set from 4 p.m. until midnight, weather permitting.

'Radio at Random'

LOCALLY-PRODUCED radio column, titled "Radio at Random," is prepared and run in local newspaper three days a week by KOOS Coos Bay, Ore. Space is paid for at advertising rates but column is written in regular newspaper style. Jack Irvine, KOOS news editor, authors the column which is devoted to activities of the station and programs, both local and network. First series of columns also is presenting sketches of KOOS staff members as introduction to the public.

WMAZ News

NEWS DEPARTMENT of WMAZ Macon, Ga., is featured in latest mailing piece prepared by that station. Two-color sheet presents pictures of news staff and views of news room, augmenting story titled "Georgia Radio Station Puts Local News First." Article was written by Floyd K. Baskette, associate professor of journalism at Emory U. Accompanying news sheet is mailing folder containing letters from listeners praising public service activities of WMAZ.

NBC Booklet

"BEHIND Your Radio Dial," a word and picture tour of NBC, radio history of radio in general, was distributed last week by the network to schools and colleges, visitors to NBC studios, and women's clubs. The 24-page booklet is up-to-date edition of "What Goes On Behind Your Radio Dial," which NBC published in 1941. New booklet deals with early programs and methods, new techniques and uses of television, FM and facsimile, sound effects engineers, programs, radio's part in war and peace and United Nations and Latin American coverage.

WMAQ Ads

SERIES of 26 advertisements in the Chicago Herald-American are being used by WMAQ Chicago to promote programs sponsored by local and network clients. Twice-weekly ads, comprising 140-150 lines, are plugging morning and evening blocks of commercial programs on WMAQ.

Ad Awards

DEADLINE for fourth annual Theodore Proetz Award, given by Women's Ad Club of St. Louis for most outstanding creative advertising done by a woman during past year, is April 15. Award is open to any advertising woman in U. S., Canada, Mexico and Cuba. Entry blanks can be obtained from local advertising clubs.

Promotion Personnel

CHARLEY HOLMES, program director of WDVA Danville, Va., has been appointed to newly-created position of promotion director. He will be responsible for publicity, sales promotion, advertising and merchandising. Coordination of sales and program department will come under new post also.

PAUL L. BAIRSTOW, publicity director of WHK Cleveland, Ohio, has been appointed sales promotion manager of that station.

BYRON SHRADER, continuity chief KALE Portland, Ore., has been appointed director of promotion and public relations of that station. Mr. Shrader succeeds **KELMAR K. LeMASTER**, who has resigned to re-enter newspaper advertising field.

JOHN F. HARDESTY, sales promotion director of WOL Washington, D. C., has been appointed to additional post of director of publicity for that station.

ROGER RICE of KING Seattle, has been appointed chairman of awards committee of first annual advertising awards to be given by Advertising and Sales Club of Seattle. **BILL BACH** of KOMO Seattle, has been named chairman of radio division.

HARRY RENFRO, director of public relations for KXOK St. Louis, has been elected senior vice-commander of Downtown Post, 6516, of Veterans of Foreign Wars.

AFRS headquarters in Hollywood will move to a new site by June, Brig. Gen. C. T. Lanham, Army's director of Troop Information and Education disclosed in Hollywood recently. Lease is being arranged for five years, he said.

Transit

(Continued from page 21)

reen Line and Transit Radio Inc., an. 22 to install FM receivers in 0 of its vehicles. The line serves e Northern Kentucky-Cincinnati etropolitan area.

A new installation wrinkle has een disclosed by Transit Radio nc., which introduces visions of ide expansion.

New rolling stock will be uipped with FM receivers when reaches Cincinnati to be placed service. Under an agreement etween bus and streetcar manuacturers and the transit firms, inallation will be accomplished at e manufacturing plants as transortation replacements are ordered.

Cincinnati strapholders may now confidently look forward to the ay when they will have radio enertainment regardless of what ublic transportation vehicle they ay ride.

Contracts signed by the two ransportation firms contained a at fee per vehicle per month and minimum guarantee. Mr. Crisr declined, in the interest of ransportation officials, to disclose e nature of the minimum guaranee, but it was understood that it is being kept confidential to avoid e possibility of passengers drawg erroneous impressions or being isinformed about the service.

Morris Edwards, newly-elected resident of Cincinnati Street Railways, who signed one of the conracts for FM broadcast service, bserved that "radio reception in ublic transportation vehicles was n interesting, modern and proressive development in transportation, in which my company was appy to participate."

Reactions Vary

Others shared Mr. Edwards' iews, in varying degrees, during n actual test of FM equipment Cincinnati vehicles in November 947. Three motor busses and one lectric trolley bus were equipped nd test runs made. These tests re said to have proven that with e use of six or eight speakers nd volume set at low level, music as pleasing without being noisy. Complete absence of any fading or lectrical interferences throughout e metropolitan area was noted, it is said.

The FM service has been found be particularly suited to transit perations because of static-free nd noise-free reception.

It was revealed in returns from formal survey conducted among 000 passengers that 3,846 of them njoyed music and news while ridg, 115 did not. The balance of otes was attributed to erroneously arket ballots. Ninety-six percent id they would like to have the ervice regularly.

In many of the other tested cities, ransit officials are seriously conidering action to keep their firms ttuned to approaching FM times. n some, only paperwork remains to effect the conversion to musically-soothed rides.

It is reliably reported that the nation's capital may be the next city providing transportation with a cushion of radio pleasure.

Plans are proceeding also in Baltimore for introduction of Transit Radio initially on 500 busses. E. J. Jett, vice president and director of radio of the Sunpapers and former member of the FCC, is enthusiastic about prospects following tests completed a fortnight ago. The initial installations in Baltimore may be completed by fall, with service to be supplied by WMAR-FM, which then will be operating with its full 20 kw.

Ben Strouse, general manager of WWDC and WWDC-FM, told BROADCASTING April 1 that plans which would allow WWDC-FM to equip some 500 busses and street cars with Transit Radio receivers and speakers, are "progressing very well."

'Very Promising'

Mr. Strouse indicated that only the return to Washington of one of the important negotiating transit officials presently stymies culmination of plans. He described prospects of radio transportation routes in Washington as "very promising and encouraging."

Transit Radio was introduced to the capital city March 15, alternating two weeks of tests between street cars and busses [BROADCASTING, March 22]. The tests, in various sections of the city, produced excellent reception.

According to Mr. Strouse each vehicle installation costs $175, but no expense would accrue to either the bus line or the public for installation or operation of the system.

If granted, the franchise would include a flat fee and percentage agreement and WWDC-FM would program most of the day for the transit audience an easy-to-listen-to fare of good music, news and sports information and similar programs. Commercials would be sold to advertisers at an estimated rate of about $1 per guaranteed 1000 transit listeners. The home audience would be a bonus. Commercials would be limited to not more than one every five minutes and to 30-second length.

Thus, largely through the efforts of Hulbert Taft Jr., president of Transit Radio Inc., and managing head of the Cincinnati *Times-Star* stations WKRC and WCTS-FM, a germ of an idea is being expanded into a radio advertising industry which may overnight assume multi-million-dollar proportions. Transit Radio, which manufactures the equipment, reportedly intends to act as national media representative in securing this advertising.

Transit Radio's crystal-controlled superheterodyne FM receiver, designed to operate in the high band, is run on power from a customary 12-volt DC bus or trolley battery. Dimensions of the receiver are 19¾" long, 5" wide, 7¼" high. It is usually installed on the floor beneath the seat of the driver, who can control it.

"We hope," Mr. Taft says, "to put FM immediately into a position of providing a mass service which is completely non-competitive with present radio, while at the same time promoting FM as an overall broadcast service. We believe that if we can be assured that millions of people will hear FM every day on public vehicles, they will be more likely to seek it as a home entertainment."

The keen interest of transportation circles in the electronic disposition-soothers was demonstrated April 1, when Mr. Taft addressed the executive conference of the American Transit Assn.—at their request—in French Lick, Ind.

One executive of a national transportation company, according to Mr. Crisler, two weeks ago during a test run with an FM-equipped bus on the Ft. Thomas, Ky. run, got a totally unrehearsed sample of the medium's inherent qualities.

A driving rain storm lashing the bus convinced the official that Transit Radio had been "underselling the idea that the company (transit company) is rendering a public service."

Widespread in Two Years

Queried as to when he felt radio installations in busses would reach proportions comparable to radios in private automobiles, Mr. Crisler declared that the period entailed should be "about two years."

Acknowledging that present technical limitations prevented installation of the sets in trains, Mr. Crisler intimated that other applications of the system were under study. He declined to enlarge on this aspect.

Mr. Crisler indicated that "very good" was the most pessimistic view he could utter regarding the system's prospects.

AT&T Gets FCC Approval on Relay

AUTHORITY for commercial operation of its projected New York-Chicago automatic microwave relay link was given to AT&T last Wednesday by FCC.

The authorization was granted in approving the telephone company's applications for reinstatement of construction permits for two terminal stations in connection with the project.

Date of required completion of construction was set as Jan. 15, 1950, and the Commission eliminated its previous requirement that "no charge whatever shall be made for frequency modulation or television program transmission which takes place in whole or in part over these facilities" (AT&T television rate story, page 10).

Chicago TV Week

A PROCLAMATION setting aside April 5 to 12 as "Television Week in Chicago" was announced Monday by Martin H. Kennelly, the city's mayor. The announcement urged citizens "to avail themselves of the opportunities afforded during the period to become better acquainted with this latest contribution to man's progress." Chicago's second television outlet—the *Chicago Tribune's* WGN-TV — is scheduled to take the air April 5. The pioneer WBKB, operated by Balaban & Katz, began experimental telecasting in 1940.

New Post at State Dept. Assumed by George Allen

GEORGE V. ALLEN, former U. S. Ambassador to Iran, was sworn in Wednesday as Assistant Secretary of State for Public Affairs. He succeeds William Benton, currently heading U. S. delegation to International Conference on Freedom of Information meeting at Geneva.

The day after he took office, Mr. Allen spoke on foreign policy to a joint luncheon meeting of the Radio Executives Club and Overseas Press Club in New York.

CBS Gets Video Rights To 21 N. Y. Race Events

SIGNING of exclusive video rights to 21 top-purse features and stake races at five New York tracks was announced today (April 5) by CBS Television.

The contract, signed by Robert F. Kelley, of the New York Racing Assn., and Lawrence W. Lowman, CBS vice president in charge of television, covers 18 racing days at the Jamaica, Belmont, Aqueduct, Saratoga and Empire tracks.

ABC Promotes Brandt

OTTO BRANDT has been named manager of the eastern division of ABC's station relations department, succeeding Ernest Lee Jahncke, who has been assigned as liaison between the network and its television affiliates. Mr. Brandt began his radio career as an NBC page in 1933. He joined ABC's station relations department in 1945.

Mr. Brandt

AL JOLSON takes his NBC "Kraft Music Hall" program to New York for broadcasts of May 6, 13 and 20; on return trip to West Coast, program will originate from Chicago May 27 and Denver on June 3.

At Deadline ...

KWK AGAIN GETS 5 KW NIGHT; ROCHESTER, MINN., AM GRANT

KWK St. Louis won its second grant for boost in night power to 5 kw, and Rochester Broadcasting Co. received its second authorization for new station at Rochester, Minn. on 970 kc, in FCC actions Friday. Earlier grants in each case had been set aside by Commission.

Rochester grantee company, principally owned by group affiliated with Mayo Clinic, was authorized to use 970 kc with 500 w day and 1 kw night. Its original grant was for 1 kw fulltime but was set aside on claims of interference [BROADCASTING, Sept. 15, 1947]. Spokesmen said need to protect WHA Madison, co-channel daytimer, resulted in lowering daytime power below that for night. Principal stockholder of Rochester Broadcasting is Mrs. Alice P. Mayo, wife of Dr. Charles W. Mayo of Mayo Clinic.

In KWK case, FCC reinstated CP issued last April to increase power on 1380 kc from 5 kw day and 1 kw night to 5 kw fulltime. Grant had been set aside on grounds of co-channel interference to WTSP St. Petersburg, Fla., and WMBG Richmond [BROADCASTING, Sept. 29, 1947]. Reinstating CP, FCC specified that WTSP and WMBG must be protected. KWK will use DA at night.

TRANSCRIPT IN WBAL CASE NOW EXCEEDS 4000 PAGES

THIRTIETH day of WBAL Baltimore renewal hearing, held Friday, highlighted by request of Public Service Radio Corp., competing applicant, for investigation of January anti-vivisection program on WBAL reprinted in affiliated Hearst Baltimore *News-Post* on Jan. 28. WBAL Manager Harold C. Burke to be recalled this afternon (Monday) on matter.

Public Service, headed by Columnists Drew Pearson and Robert S. Allen, indicated it was interested in how WBAL programming tied in with *News-Post* editorial policy. Reference also made to Jan. 30 item in paper reporting William Randolph Hearst commended by Voters' League for anti-vivisection stand. WBAL counsel stated vivisectionists declined proffered time to air views.

Most of session devoted to solicitation of station construction cost estimates of WBAL's consulting engineer, Earl A. Cullum. Previous week Pearson-Allen dropped plan for written interrogation of Mr. Hearst upon admittance into public record of full Hearst organization voting trust agreement and amendments. WBAL had held full data not relevant. Case transcript now in exces of 4,000 pages.

TREBIT CORP. OFFICERS

NEW OFFICERS elected by Trebit Corp. (WFDF Flint, Mich.). They are Arthur R. Treanor, chairman of board; Harry Bitner Sr., president; Harry Bitner Jr., vice president and treasurer; Lester W. Lindow, secretary and general manager. Katz Agency appointed station representative. Transfer of control of WFDF from Howard M. and Frederick S. Loeb to Trebit Corp., set for hearing originally, approved in March. Trebit Corp. owned 50% each by Mr. Treanor and WFBM Inc., controlled by Bitner family [BROADCASTING, March 22]. Station operation assumed by new owners April 1.

MANSFIELD JOURNAL CO. APPEALS FM ACTIONS

MANSFIELD JOURNAL Co. Friday filed notice of appeal in U. S. Court of Appeals for District of Columbia from actions by FCC in January severing from hearing and granting Class B FM request of WMAN Mansfield, Ohio, and severing Class B FM request of Unity Corp. [BROADCASTING, Jan. 19]. Mansfield Journal today is to file petition with Commission for rehearing of subsequent March grant to Unity [BROADCASTING, March 22].

Publishing firm, which in January decision received proposed denial for Class B FM as well as for AM facilities of 250 w daytime on 1510 kc at Mansfield, in appeal contended FCC's action circumvented procedure normally established and provided for by Communications Act. It held right to due process of law was denied. Unity Corp., headed by Edward Lamb, is operator WTOD and WTOD-FM Toledo and holds permits for FM facilities in other locations.

ABC PLANS DISC PLANTS, GETS GOVERNMENT CONTRACT

ABC planning to install own recording and transcribing facilities in New York and later Chicago as part of expansion program bolstered by acquisition of government contract worth more than $1,000,000, it was reported Friday in New York.

Government transcribing, formerly handled by NBC, taken over by ABC month ago. ABC will let subcontracts to transcription manufacturers for government work but will supervise all jobs. Network has not set definite date for expansion in New York and Chicago, but reportedly considering it for this year.

MINNEAPOLIS TV CLAUSE

MINNEAPOLIS television grant to Northwest Broadcasting Co. [BROADCASTING, March 15] Friday was made subject to Minnesota Tribune Co. disposing of its 14.6% interest in Minneapolis Star & Tribune Co. (parent of Northwest Broadcasting) or of its 50% interest in licensee of WTCN and WTCN-TV Minneapolis. Star & Tribune Co. is controlled by Cowles interests. Minnesota Tribune Co. is owned by family and associates of late Frank Murphy. FCC authorities said interlocking interests of Minnesota Tribune in two Minneapolis television grantees was overlooked when Northwest Broadcasting received grant (for Channel 9). Ninety days allowed to achieve separation.

TV HEARING DEFERRED

HEARING on Hartford-New Britain television applications postponed by FCC from April 19 to May 24. With reference to Yankee Network's bid for one of Hartford's channels for use at Bridgeport, FCC deleted sentence of its ruling allowing Yankee 15 days to file rule-making petition [BROADCASTING, March 29]. Commission planning to pass upon Yankee's request for extension of that deadline when it considers network's petition for rehearing (see story page 86). Two TV channels allocated to Hartford area. There are four applicants, aside from Yankee request to move one channel to Bridgeport.

Closed Circuit

(Continued from page 4)

gins in April 17 *Collier's on* newsstands A 9. Articles, described as exciting, if not sational, are distilled from upcoming A worth book.

CBC HAS REQUESTED another loan Canadian government of $1,250,000 for ex sion of national coverage, understood to clude increasing power of CBM Montreal CBR Vancouver to 50 kw, adding statio Windsor, opposite Detroit, on 1550 kc, 10 kw. That frequency now used by CKTB Catherines, slated for 1570 kc.

NEW wrinkle in selling radio medium stores, agencies and other groups being veloped by NAB Retail Section. Dramati success stories, such as that of H & S P Co., Cincinnati department store, to be bined with breezy radio catechism in transc tion series using radio program technic

LATEST DEVELOPMENTS at RCA's r house of wonders at Princeton will be vi by FCC group April 11-12. Inspection wi clude TV developments in low end of stairs" band, status of electronic color (which RCA Lab. chief C. B. Jolliffe sa still five years away), and new instru which automatically computes directiona tenna coverage patterns.

DONALD WITHYCOMB, now general m ger of television operations of Meredith P lishing Co. *(Better Homes & Gardens, Su ful Farming)*. Company plans to enter te sion on national scale, with emphasis on l market field. Mr. Withycomb, who re completed two years as radio coordinat *Baltimore Sunpapers*, exploring sites in York state and Midwest.

PREOCCUPIED with Johnson Bill (S- hearings relating to clear channels, S Interstate & Foreign Commerce Committe not expected to consider matter of TV a tions until clear-channel record is closed. guess is FCC will be called upon later t plain whys and wherefores of video a tions.

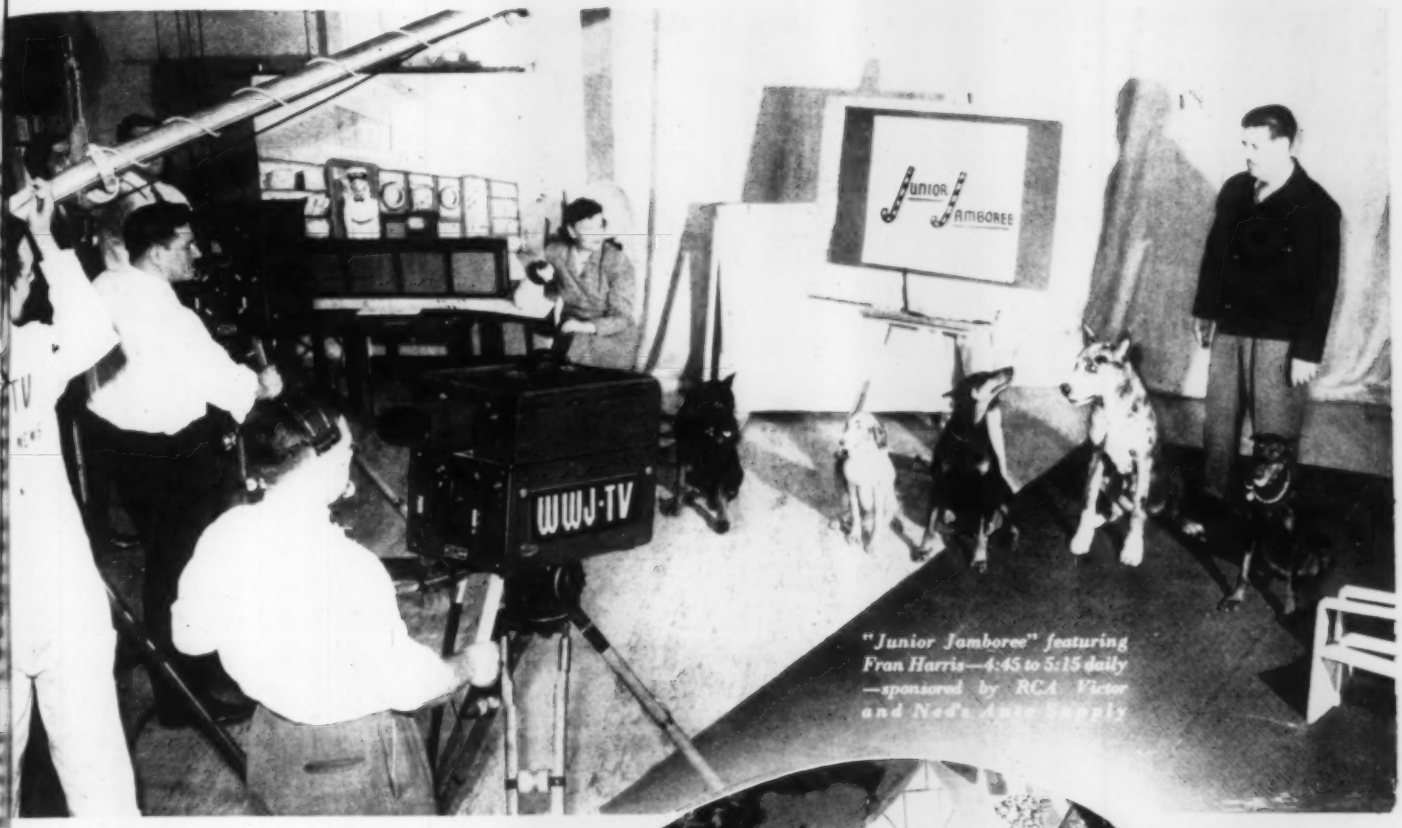
TELEVISION'S swift pace has attracte least three big-name industrialists not he fore in radio who individually are explo prospects of establishing stations in spe maximum of five major markets.

WLEE RICHMOND ASKS TV

TELEVISION Channel 10 (192-198 m Richmond, Va., sought in application filed day with FCC by Lee Broadcasting C censee WLEE and permittee WLE Richmond. Power asked: 27.3 kw visual, kw aural. Initial cost $198,000, first yea eration cost $60,000-$120,000, revenue unkn Thomas G. Tinsley Jr., 99.6% owner, mother and father is majority owner W and WITH-FM Baltimore. WITH also applicant.

HEARST AWARDED MEDAL

WILLIAM RANDOLPH HEARST Sr., o of Hearst stations and newspapers, awa Distinguished Public Service Award by N Friday. Award, highest given to civilians, sented by Navy Secretary John L. Sull who said Hearst through medium of sta and publications "has consistently suppo strong armed forces . . . and importance adequate defense establishment."



"Junior Jamboree" featuring Fran Harris—4:45 to 5:15 daily —sponsored by RCA Victor and Ned's Auto Supply

"Playtime" featuring Ruth Noyes—5:15 to 5:30, 4 days weekly —sustaining feature.

once upon a time...

. . . children's radio programs were heard, but not seen. Today, in Detroit, they're both SEEN and LISTENED-TO by a wide-eyed audience of thousands, in their own homes, through WWJ-TV, Detroit's only television station. For 75 minutes daily, WWJ-TV caters to "kids", whose enjoyment of these programs has been expressed through thousands of letters received from children and their parents. Naturally, WWJ-TV is proud to add this success to its long list of program accomplishments during its first year of operation.

"Fun and Fables" featuring Jane Durrell, storyteller —5:30 to 6 daily—sponsored by PHILCO Distributors.

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WWJ-TV

Associate FM Station WWJ-FM
Associate AM Station WWJ